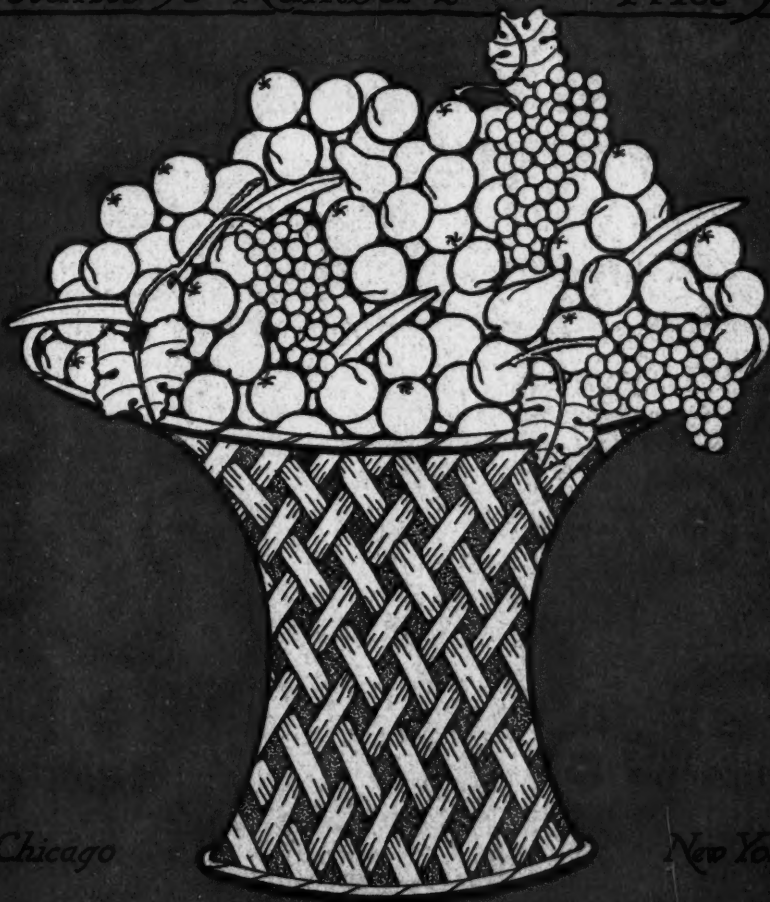


The Inland Printer for November, 1912

Volume 50-Number 2

Price 30¢



Chicago

New York



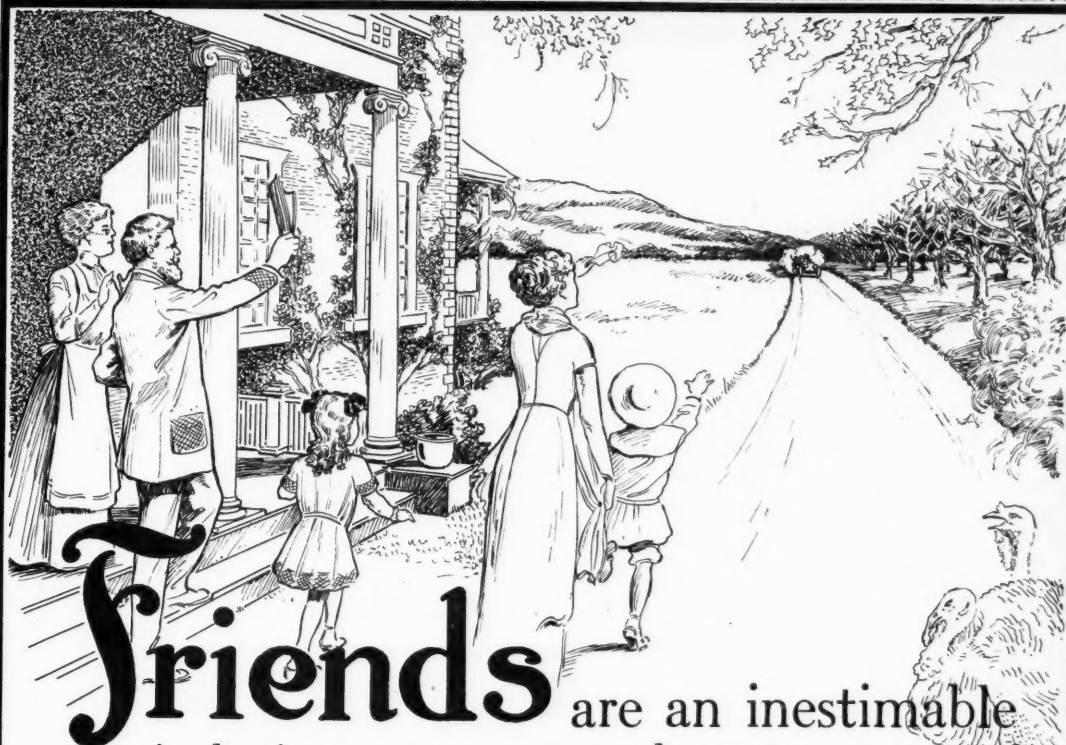
Not by claims, but by performance
Are reputations made.
'Tis not your estimate,
But your customer's estimate
That counts.
His estimate of the work
He can expect from you.
The inks you use are the index
Of your class in Printerdom.
Since like and like
Have ever a mutual attraction,
'Tis but inevitable, that
Ullman's inks are always found,
Where the best printing is done.



Sigmund Ullman Co.

New York (uptown)
New York (downtown)
Chicago

Philadelphia
Cleveland
Cincinnati



Friends

are an inestimable asset in business—you cannot have too many of them, neither can we—we want to make you a better friend of ours. If we can show you how to add to your profits without increasing your investment or interfering with your regular business, you will be a “Butler enthusiast” if you are not one already.

There lies in our Stationery Department the opportunity to do just what we stated above. Most propositions have both pros and cons, but this one is free from cons, and unless your business is peculiar—and we will be the first to admit it if true—you will embrace this opportunity and invade new avenues of profit.


How and Why

Soliciting orders for Advertising Calendars, Commencements, Announcements, Dance Programs and Folders, Engraved Stationery, etc., is legitimately the printer's business. He, and no one else, is entitled to the profits obtainable through the sale of these goods. Therefore, this can hardly be regarded as the printer's side line. It should be and can be made a very important factor in his business. The percentage of profit for the printer on these goods is large, competition is very limited and orders quite easy to obtain with our elaborate and finely put up samples. Judging from the experience of printers, after your trade once learns that these goods can be bought of you, little soliciting need be done; the business is quite self-building.

A point you should keep in mind is that our line is sold only through printers. We do not sell to consumers direct, as is the general practice. Therefore, you are absolutely protected. Our line is the best, from every standpoint, for you to handle. This, coupled with the unexcelled, real, helpful co-operative service we give, should induce immediate investigation on your part. Silence will get you nothing—write us at once and we will explain this proposition in detail.



**J-W-Butler
Paper Co.**
ESTABLISHED 1844
CHICAGO



The Relation of Kamargo Covers to Printers' Profits

Probably more care is exercised in the manufacture of Kamargo Covers than in any other catalog cover stock made.

They are today the result of the combination of over one hundred years of manufacturing experience, the finest materials procurable for the particular purpose of each grade, and the most up-to-date factory equipment.

They are superior from every standpoint—but the qualities which mean so much to the progressive printer are the specialized variety they offer—and the artistic printing effects permitted by their superior surface. The line of

Kamargo Mills FOUNDED 1808 Catalog Covers

is so complete that instead of having to employ one or two grades of imported paper—whether unnecessarily tough, heavy, or expensive, for all high grade or permanent uses—you have a choice of five varied grades and a score of distinct colors and finishes to select from.

These varied grades and finishes also permit a wide range of price selection—and often afford a substantial saving in cost where permanency and toughness are not desired—the price varying with the required finish and quality.

In addition to the saving in buying cost, *Kamargo Covers* permit of a more artistic treatment—secure attention—and give all printed matter maximum efficiency constantly. Known as "Made in America Cover Papers," they are the cream of American paper products.

Kamargo Covers Increase Printers' Profits

because of the saving their varied line permits on the first cost and because of the higher prices and enthusiastic customers secured by the permanent service of their artistic printing effects. Thousands of progressive printers are making additional profits in *quick sales* by co-operating with our widespread educational advertising of "Made in America Cover Paper" and recommending Kamargo Covers to *all* their customers.

Get into the procession by writing for our beautiful KAMARGO MILLS SAMPLES de LUXE by return mail.

Knowlton Bros., Inc.

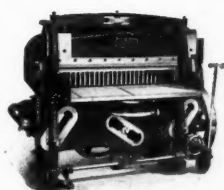
Cover Dept. B

Watertown

New York

Seybold Twentieth Century Automatic Cutting Machines

OUR LEADERS

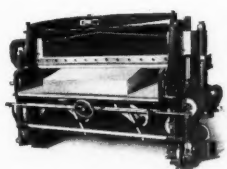
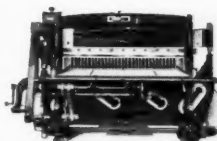


The Seybold Twentieth Century Cutter

— 38", 44" and 50" sizes. The Twentieth Century Cutter is the *perfection of cutting machinery*. An automatic machine throughout. *A clamp with power applied to both ends, guaranteeing uniform pressure through its entire surface.* Equipped with a *high-speed steel, chain-driven back gauge*. Has the *Seybold patented safety locking device for preventing accidents*. Can be supplied in either commercial or paper-mill type.

The Seybold Twentieth Century Cutter

— 54", 60", 64", 74" and 84" sizes. The Twentieth Century Cutters represent *highest efficiency — greatest dependability and lowest cost of maintenance*. Equipped with a *high-speed, power-driven back gauge*. *An automatic clamp with power applied to both ends.* Has *Seybold patented safety locking device* which, in addition to a *very efficient automatic brake, doubly insures the operator against accident*. Can be supplied in either commercial or paper-mill type.



The Seybold Twentieth Century Drop Table Cutter

has all of the excellent features of the Seybold Twentieth Century Standard Straight Table Cutter, in addition to a front table, *which drops automatically to a right angle position with the knife just before it begins to cut, guaranteeing absolutely accurately cut sheets or boards, requiring less power and effecting a vast saving in knives*. Can be supplied in either commercial or paper-mill type, and in eight sizes, ranging from 38" to 84".

COMPLETE INFORMATION UPON REQUEST

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; CHICAGO, 112-114 Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. SCHROETER & BRO., Atlanta, Ga.; J. L. MORRISON CO., Toronto, Ont.; TORONTO TYPE FOUNDRY CO., LTD., Winnipeg, Man.;
KEYSTONE TYPE FOUNDRY OF CALIFORNIA, 638 Mission St., San Francisco, Cal.
THE EARNHART TYPE FOUNDRY CO., 1102 Commerce St., Dallas, Tex.

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

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PITTSBURG

First Avenue and Ross Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

52-54 So. Forsyth Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

675 Elm Street

MILWAUKEE

133-135 Michigan Street

MINNEAPOLIS

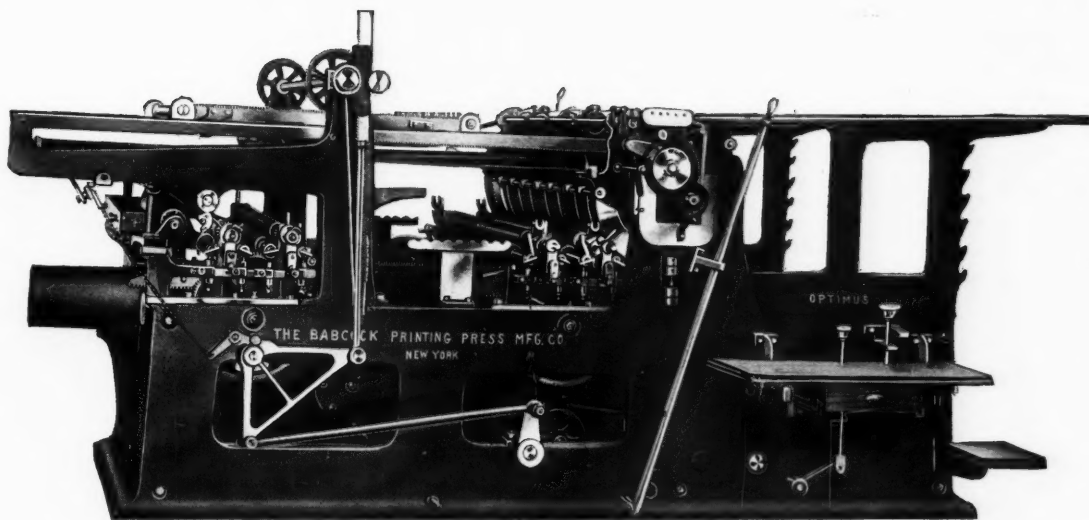
719-721 Fourth St., So.

DES MOINES

609-611 Chestnut Street

COLUMBUS

305 Mt. Vernon Avenue



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
 New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
 ST. LOUIS. KANSAS CITY. OMAHA. ST. PAUL. SEATTLE. DALLAS. WASHINGTON, D. C.
 National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus The Babcock Optimus

The man took the chair at our desk, saying, "I think the — is a better press than the Optimus." To our quick, "Why? Name just one thing in which it is better and we'll give you one," he colored, hesitated, and finally stammered, "Really, I can't; I don't know anything about it. No one ever demanded reasons for the statement before, and I got to thinking none was required. You must think I'm several kinds of a fool, and I guess I am."

That man has been using presses for years; but he could not tell how any were driven; how a cylinder was lifted, nor why; or whether sheets were

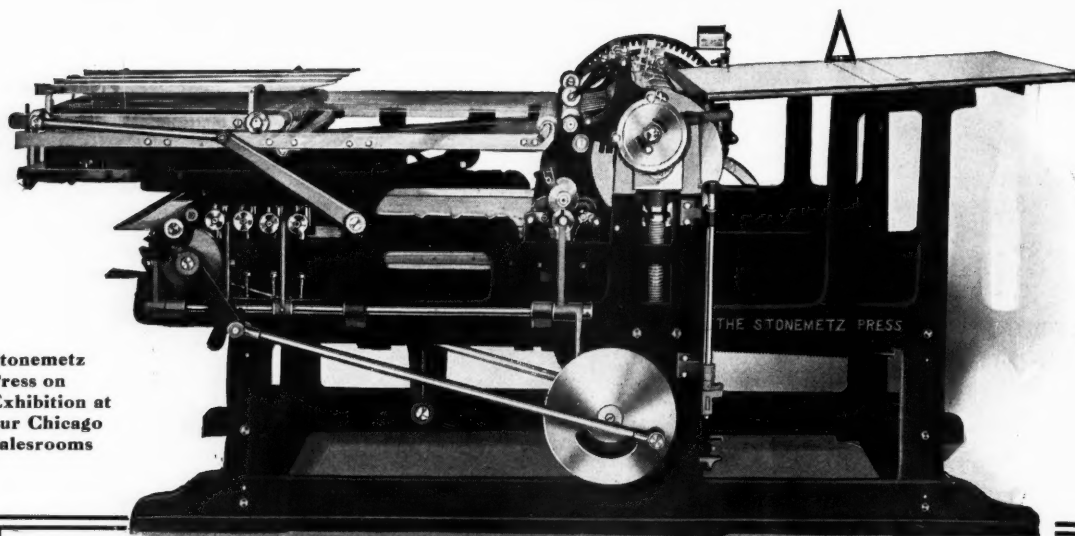
printed on the forward or backward stroke of the bed. He did not know why he bought machines.

Do you? Do you buy them on merit after investigation, or do you take some similar wise man's statement as the truth, and go it blind?

If you don't want the Optimus, don't investigate. On the contrary, seeking highest quality and efficiency, you will buy the Optimus against the field. You will have to; it has the compelling evidence within itself. No matter whether you are little or big, you will buy the Optimus because it is best, and you yourself will say it.

SET IN AUTHORS ROMAN

Stonemetz
Press on
Exhibition at
our Chicago
Salesrooms



Design and Experience

TO BUILD a satisfactory, efficient two-revolution cylinder press it is vitally important that the manufacturer possess unexcelled shop facilities, use none but the best materials and employ none but highly skilled workmen. The fundamental essential, however, is **proper design** backed by **practical experience**. Proper design is a matter of evolution — experience is measured by time.

The STONEMETZ, Two-Roller, Two-Revolution Cylinder Press

combines all these necessary essentials in the highest degree. It embodies improved features of design — the result of careful study of requirements — and represents a practical experience of more than twenty-five years in printing-press manufacture.

The STONEMETZ is extremely simple in design and ruggedly built to withstand severe service. It possesses **exceptional strength of impression**, handling the heaviest forms with ease, a feature that insures quick make-ready and the most satisfactory results.

For **register, ink-distribution, sheet-delivery, easy running qualities, speed** and the usual hackneyed claims of **economy** and **efficiency**, let our twenty-five years' experience be an assurance of intelligent and conscientious attention to every detail.

We will be glad to make you a definite proposal, **guaranteeing** to do certain things and to produce certain results. Write to-day for descriptive literature.



THE CHALLENGE MACHINERY CO.

GRAND HAVEN, MICHIGAN
Chicago Salesroom, 124 So. Fifth Avenue

PRINTING AND PAPER

¶ Printing and paper go hand in hand. You can not conscientiously recommend quality in the one without recommending it in the other. Nor will your customer long pay for good printing on cheap paper.

¶ Some few printers have unfortunately made a practice of suggesting cheap paper, merely to cut under a competitor's price. This is not only demoralizing to the trade, but unfair to the customer. In the long run this policy will ruin the concern that pursues it. If you don't *know* that your customers should use

Old Hampshire Bond

you should write us. We have some interesting facts on the paper question and we will gladly place them before you.

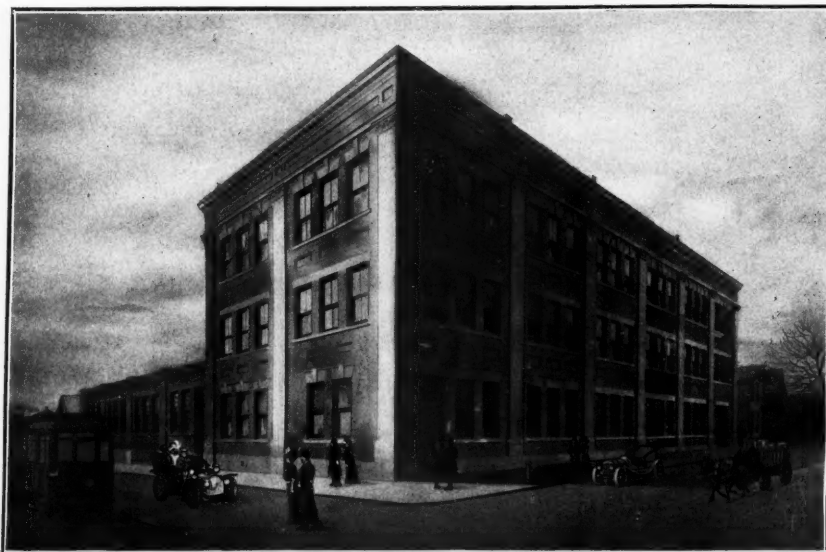
Hampshire Paper Company

We are the only Papermakers in the world
making Bond Paper exclusively

South Hadley Falls, Massachusetts



Our New Factory



Not the largest, but the cleanest,
most complete and best equipped
machine-shop in the U. S.
Electrical throughout.

Brown Folding Machine Co.

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SECESSION



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MANUFACTURERS OF
LETTER PRESS & PRINTING INKS
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CINCINNATI
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CITY OF MEXICO

SURPRISE BLACK, No. 1028-31.

Surprise Black

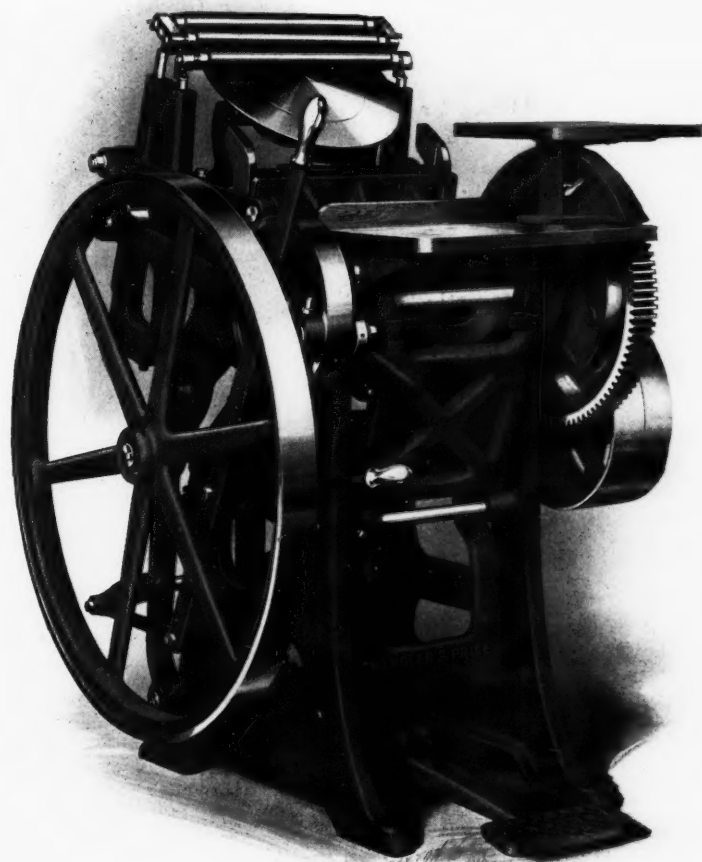
You have heard of, and tried,
and have been filled with wonder
when using our Wonder Black
for fine Encumbered papers
Now we have a

"Surprise"

For you, doing all the marvel-
lous work of "Wonder" on any
and all classes of inexpensive
papers, admitting of printing
both sides and binding in any 8
hours day, and costing but a
trifle comparatively.

Price in 50 lb lots 32¢ per lb
100 " " 35¢ " "
50 " " 40¢ " "

The Ault & Hiborg Co
Hic et Ubique



OVER 50,000 PRESSES AND PAPER CUTTERS have been built and sold during twenty-six years of manufacturing. The keen judgment of the printers of the world has made possible such a remarkable showing.

Real merit, of course, has justified the printers in such universal use of Chandler & Price products.

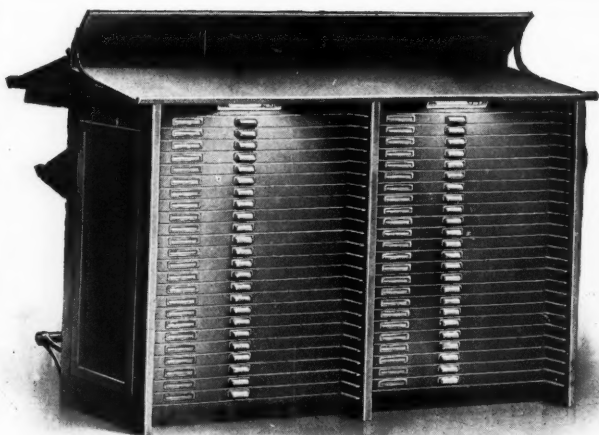
Our aim and purpose is to continue to build the most practical, simple and best machinery, thus warranting a continuation of the printers' confidence. For sale by dealers.

THE CHANDLER & PRICE CO. - Cleveland
Toronto Type Foundry Co., Canadian Agts. exclusive of British Columbia

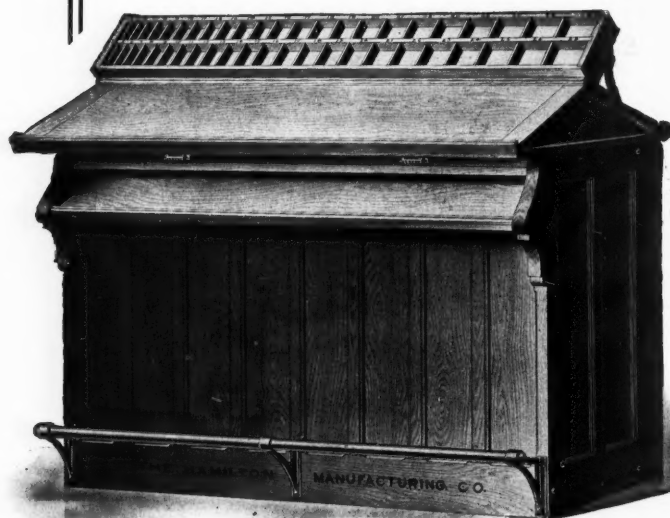
Hamilton's

**MODERNIZED
COMPOSING-ROOM
FURNITURE**

NOW AVAILABLE IN WOOD OR STEEL



Job Side No. 28 Tracy Cabinet — Steel Construction



News Side No. 28 Tracy Cabinet — Wood Construction

The Tracy Cabinets are made of wood or pressed-steel construction. This cabinet has proved one of the most popular and practical pieces of equipment ever offered to printers. It is now being generally introduced in modernized composing-rooms.

Whenever shown and wherever used, the Hamilton line of Composing-Room Furniture has proved its superiority. This line of equipment embodies the concentrated, practical ideas of working printers and efficiency experts covering a period of more than thirty years.

The Hamilton line has been built up on demand to meet the actual requirements of some 50,000 employing printers and more than 300,000 actual working printers. This furniture is not in any sense experimental or theoretical.

Incidentally there has been constant improvement. The up-to-date office of five, ten or fifteen years ago is not in the lead to-day. Most large composing-rooms are filled with equipment, the accumulations of years as the business has expanded. Like Topsy, "they just grew."

This is the day of reckoning, principally with the cost problem; it is the day of the efficiency engineer—he is the doctor that discovers where the composing-room is sick, sometimes nigh unto death, and he prescribes the remedy. Sometimes there is a complication of ailments, but nine cases out of ten the trouble with composing-room costs lies in inadequate and antiquated equipment which should go to the junk heap. It may seem a little hard to see the old, time-worn pieces of equipment go, but the modern way is to run an up-to-date plant that produces profits, in preference to maintaining a museum of antiquities.

Printers have the choice of wood or pressed-steel construction in the Hamilton line, both equally efficient as to working qualities, the latter being indestructible and everlasting. Our catalogs, sent for the asking, explain it all.

WOOD TYPE.—In large sizes wood type has always proved its superiority. Cheaper in price and lighter in weight than metal, it is practically indestructible, and with good usage will last a lifetime.

Hamilton's wood type is guaranteed true and uniform in height. The large assortment of faces made in any size desired and any assortment of characters. Special Wood Type Catalog and circulars showing new faces sent on application. Write us or ask your dealer.

THE HAMILTON MANUFACTURING CO.

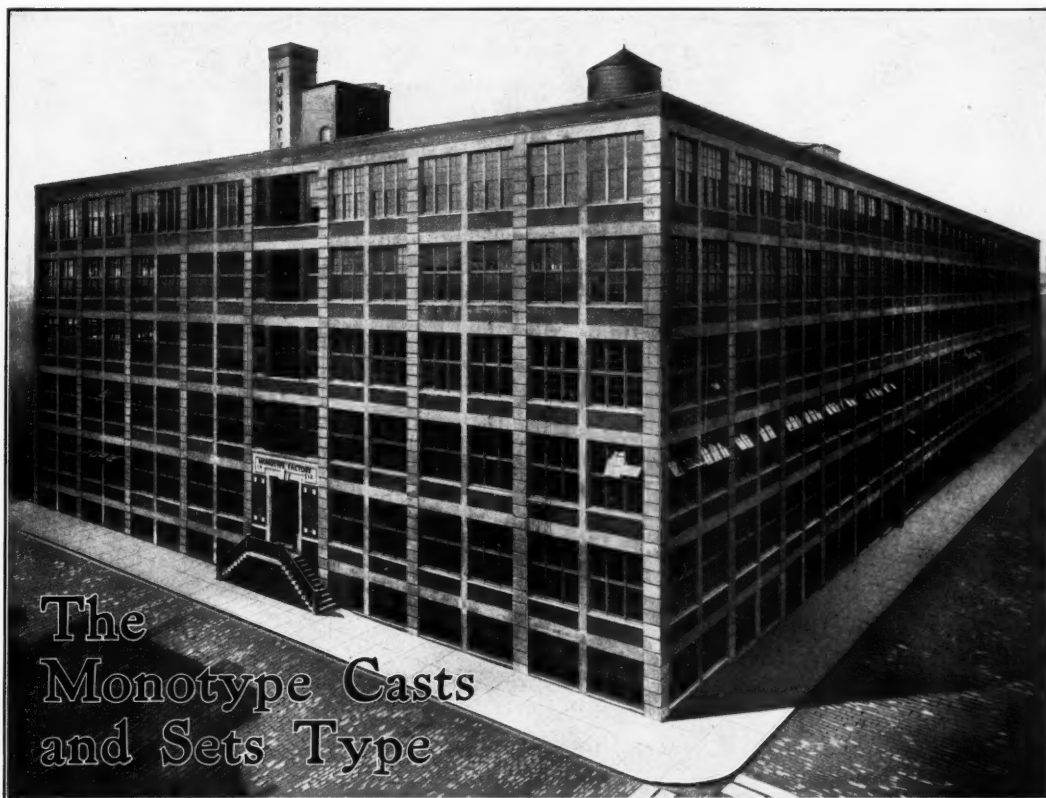
Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

New Monotype Factory



LAST month (October 25) the Monotype moved into its new home. This \$400,000 factory, giving us ten times the floor space we required ten years ago, illustrates, better than words, the part the Monotype has played in the development of the art and business of printing, now sixth among the giant industries.

THE Monotype has kept pace with this growth because it has sought more to achieve perfection in the work it does for the printer than merely to offer a machine to produce an imitation of hand composition.

IN addition to its unequalled success as a composing machine, producing work that commands

the highest price for a low production cost, the printer operating a Monotype can cast type and spacing material for the cases in quantities and at such times as to warrant the highest possible development of composing room efficiency. The Monotype means a better day's work for every man you employ.

Lanston Monotype Machine Company

Philadelphia

BOSTON

NEW YORK

CHICAGO

Miller & Richard, Canadian Representatives, Toronto and Winnipeg

MILLERS FALLS PAPER COMPANY

*Makers of
high-grade, loft-dried ledgers, bonds and writings
including the following well-known brands*

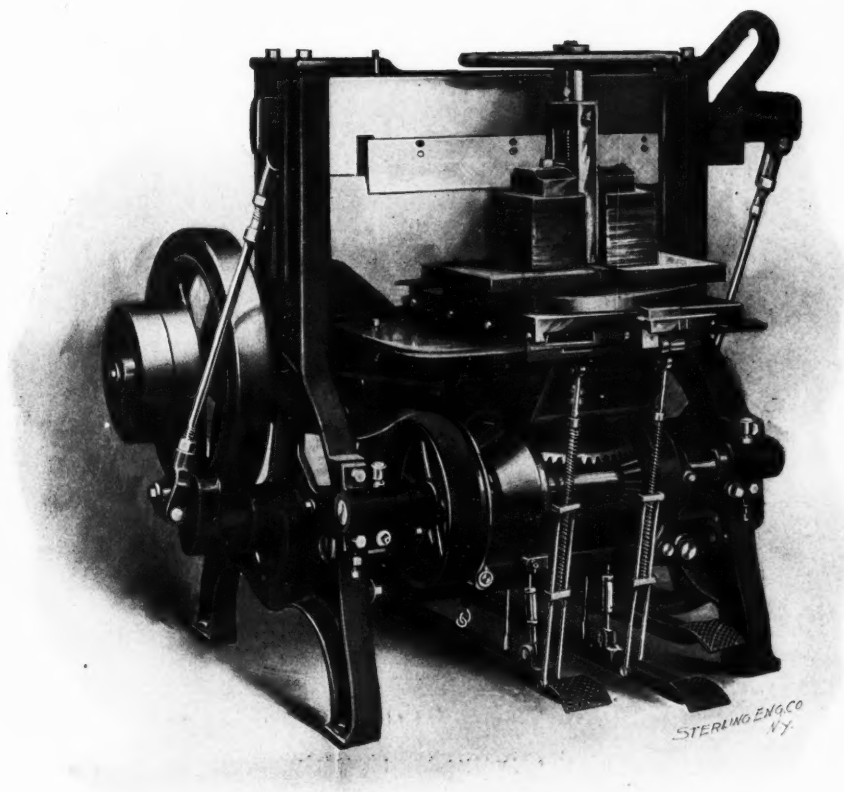
*Old Veda Bond
Old Deerfield Bond
Sales Record Ledger
Millers Falls Tinted
Superfines
Extra Fine White Wove
Ledger Index Bristol
Special Linen Finish
Papeterie Paper*

*Write for samples
They will interest you*

MILLERS FALLS, MASS., U. S. A.

AS NECESSARY TO THE BOOKBINDER
AS INK TO THE PRINTER

THE SHERIDAN AUTOMATIC BOOK TRIMMER



Will trim 5,000 books a day, trimmed as they should be to suit the most exacting trade.

Cuts two stacks of books, from 2 in. x 4 in. up to 9½ in. to 15 in., clamp opening 8½ in.

Write for further particulars

T. W. & C. B. SHERIDAN CO.

Established 1835

OFFICES AND SALESROOMS

56 and 58 Duane Street, NEW YORK

17 S. Franklin Street, CHICAGO

63-65-69 Mount Pleasant, LONDON, E. C., ENGLAND



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Albany	Hudson Valley Paper Co.
Atlanta	S. P. Richards Company
Baltimore	Dobler & Mudge
Birmingham	The Whitaker Paper Co.
Boston	Bay State Paper Co.
Buffalo	Alling & Cory Co.
Chicago	Dearborn Paper Co.
Cleveland	Petrequin Paper Co.
Cincinnati	The Whitaker Paper Co.
Denver	Carter, Rice & Carpenter Paper Co.
Des Moines	Carpenter Paper Co.
Detroit	Beecher, Peck & Lewis
Hagerstown, Md.	Antietam Paper Co.
Indianapolis	Crescent Paper Co.
Kansas City	Kansas City Paper House
Los Angeles	Blake, Moffitt & Towne
Louisville	The Whitaker Paper Co.
Milwaukee	E. A. Bower Co.
Minneapolis	John Leslie Paper Co.
Montreal	Howard Smith Paper Co.
Nashville	Clements Paper Co.
New Orleans	E. C. Palmer & Co.
New York City	Merriam Paper Co.
New York City	Union Card & Paper Co.
New York (for export)	A. M. Capen's Sons
Omaha	Carpenter Paper Co.
Philadelphia	J. I. N. Megargee & Co., Inc.
Pittsburgh	Alling & Cory Co.
Portland, Ore.	Blake, McFall & Co.
Providence	R. L. Greene Paper Co.
Richmond	Richmond Paper Mfg. Co.
Rochester	Alling & Cory Co.
St. Paul	Wright, Barrett & Stillwell Co.
St. Louis	Mack-Elliott Paper Co.
Salt Lake City	Carpenter Paper Co.
San Francisco	Blake, Moffitt & Towne
Scranton, Pa.	Megargee Bros.
Seattle	American Paper Co.
Tacoma	Standard Paper Co.
Toledo	The Whitaker Paper Co.
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A Satisfactory Job All the Way Through

Good commercial stationery requires good printing. Good printing costs money. Yet your estimate is fixed by competition, your expenses difficult to reduce. Here is a paper that gives you satisfying results at much less cost than usual, and which permits you to devote a proper proportion of the cost of a job to careful printing. Hammermill Bond not only enables you to meet competition, but it increases your market for printed business forms.

HAMMERMILL BOND

A Durable Paper for Business Use

Hammermill Bond is without a doubt the best paper ever made for the money. Its price renders it available for every purpose. Its finish will do credit to your printing, while its strength and durability render it of particular value for business forms that undergo much handling.

You are assured of satisfaction in the uniform value, strength and appearance of Hammermill Bond because we manufacture it throughout every process. We are the originators of paper of this character. We make it in the largest plant of its kind, in quantities that surpass the combined sales of all other similar papers.

Prompt Deliveries

Since tripling our plant, we carry Hammermill Bond in stock in all standard sizes, weights, and 12 colors.

*Write on your Letter-head — NOW
For Free Book of Samples*

Hammermill Paper Co.
Erie, Pa.

How large business
organizations save
money on paper.

**HAMMERMILL
BOND**

Hammermill Paper Co.
New York Erie Chicago

The ASHCROFT PAPER TESTER

Will enable you to determine the exact value of Paper, irrespective of trade names or water-marks.

Think what this would mean to YOU, when you have several samples of Paper to compare.

The cost of the tester is nothing, compared with the value of this information to you.

The Ashcroft Paper Tester is constructed entirely of metal, and *because* it is so constructed — *because* it does not contain fluid, rubber, or other uncertain elements — it will do what testers *using* these elements *will not do* — *it will remain accurate for years without readjustment, and will not be affected by temperature changes, nor by incessant use*; and not only that, but it is more convenient to use, and can be operated more quickly than any other paper tester.

Made in twenty pound maximum capacity for testing tissue, book, news, and other thin or very weak papers, and in one hundred and forty pound capacity for testing anything in the way of paper commonly used.

When ordering, state whether you wish the twenty pound or one hundred and forty pound tester, or BOTH.

The ASHCROFT THICKNESS GAUGE

will enable you to accurately compare the thickness of the samples you test. You will be surprised how the thickness varies in papers of the same weight. Every one of your salesmen would be in better position to talk to consumers of paper if he had an Ashcroft Thickness Gauge with him constantly.

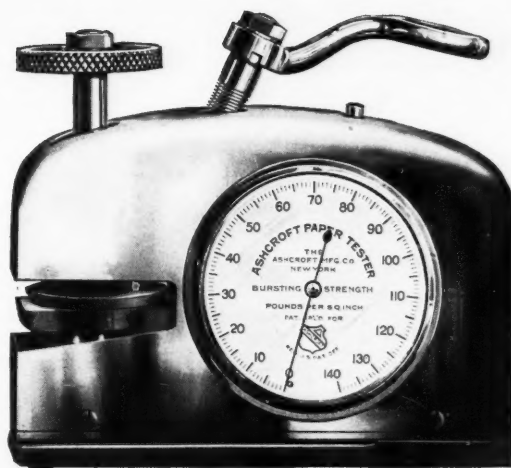
We know how valuable these instruments are. You Don't! For a limited time only we will make it possible for **you** to know at **our expense**.

**ORDER THEM NOW ON
10 DAYS' TRIAL**

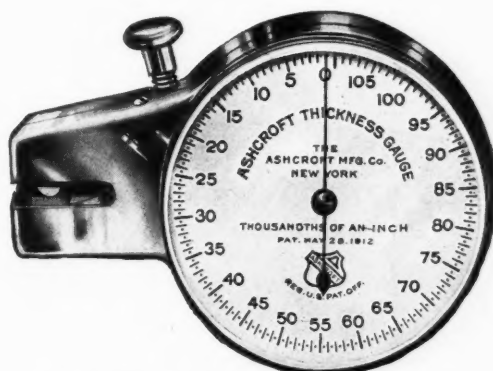
THE ASHCROFT MANUFACTURING CO.

85-87-89 LIBERTY STREET, NEW YORK CITY

Canadian Sales Agent, G. B. Legge, 156 Yonge Street, Toronto, Ontario

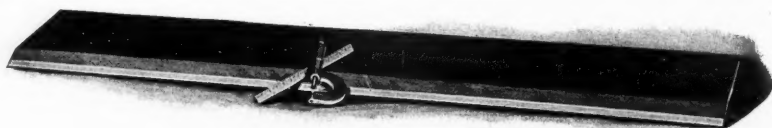


Price \$20.00. Calf Skin Case, \$1.00 Extra
In Canada \$25.00. " " \$1.25 "



Price \$10.00. Calf Skin Case, 50c Extra
In Canada \$12.00. " " 75c "

ESTABLISHED 1830



"COES"  MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.

DEPARTMENT COES WRENCH CO.

WORCESTER, MASSACHUSETTS.

New York Office — W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, any kind	since 1830

COES is Always Best!



Increase the Product

Decrease the Cost

THE ENTIRE TREND OF MODERN INVENTION IS TOWARD
THESE TWO ENDS.

The Duplex "Tubular"

Stands today as the leading example of modern invention in the printing trade.
With reduction in operating expense, it at the same time

Doubles the Product

The Proof: THE PHENOMENAL SUCCESS SHOWN BY THE WIDE
AND RAPID ADOPTION OF THE MACHINE IN PREF-
ERENCE TO ALL OTHERS BY SO MANY LEADING OFFICES IS SUFFI-
CIENT PROOF OF THE FULFILMENT OF ALL OUR CLAIMS.

Any publisher contemplating the purchase of a newspaper press should not
fail to investigate the Duplex Tubular Plate Press fully. Write to the users—or
better still, call and see the presses in operation.

"Our Customers Write Our Ads"

Send to us for full descriptions and catalog.

THE DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK, MICHIGAN, U. S. A.

LONDON
Linotype and Machinery, Ltd.

NEW YORK OFFICE
World Building

PARIS
Linotype and Machinery, Ltd.

MILLER & RICHARD, General Agents for Canada

Information

Paris.

LABOUR LEADER

The Labour Party and the Rural Worker. Page 5
Journal of Socialism Trade Unionism & Politics

MANCHESTER WEEKLY CITIZEN

SATURDAY, JULY 21, 1912 ONE PENNY.

NUEVA ERA

MANUEL IGARTE

THE DAILY MEXICAN AND MINING PRESS

The Liverpool Forward

THE HUNTINGTON HERALD

The Kingston Daily Freeman.

THE HUNTINGTON HERALD

FREEMAN'S NEW AND WONDERFUL PRINTING PRESS

THE DAILY RECORD

New Haven Times-Leader

WALE. MAN'S HOME BURNS. FIRE

The Battle Creek Enquirer.

l'Araldo Italiano

THE PENNY PRESS

THE EVENING NEWS

THE VANCOUVER DAILY PROVINCE

PORTSMOUTH DAILY BLADE

The Huntington Advertiser.

BOLLETTINO DELLA SERA

THE MARION DAILY STAR.

Fitchburg Sentinel.

The Rome Daily Sentinel.

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MORNING TIMES

СОВМЕЩЕННОЕ СЛОБО

THE CHARLOTTE

AT SAME SPEED IT DOES
BUILT IN ANY EVENING

SOME OF THE PAPERS USING THIS MACHINE. THERE ARE MANY OTHERS.

The Star

FIRST

LAST

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PRENSA

Evening Tribune-Times

THE KOKOMO DAILY TRIBUNE Free Presse

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ORGANO DEL PARTIDO CATOLICO NACIONAL

THE STATE JOURNAL

IS AHEAD ON SECOND BALLOT
ON WALL STREET

ARIZONA GAZETTE

EL DIA

THE PORT HURON TIMES-HERALD

A GACETA DEL NORTE

Para las familias de los naufragos

Papa las bendice y las...

MUSKOGEE TIMES-DEMOCRAT

THE OKLAHOMA NEWS

THE ROCKFORD REPUBLIC

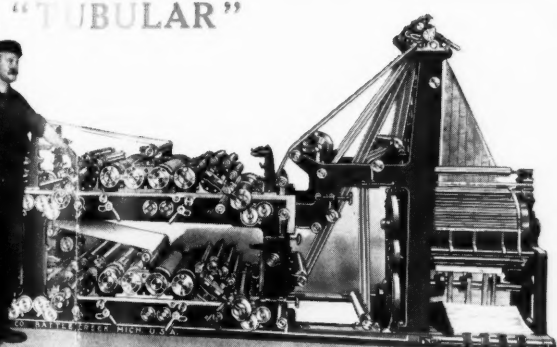
THE ZANESVILLE SIGNAL

THE ROCK ISLAND ARGUS

THE ZANESVILLE SIGNAL

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IT DOUBLES THE PRODUCT.
ANY EVEN NUMBER OF PAGES.

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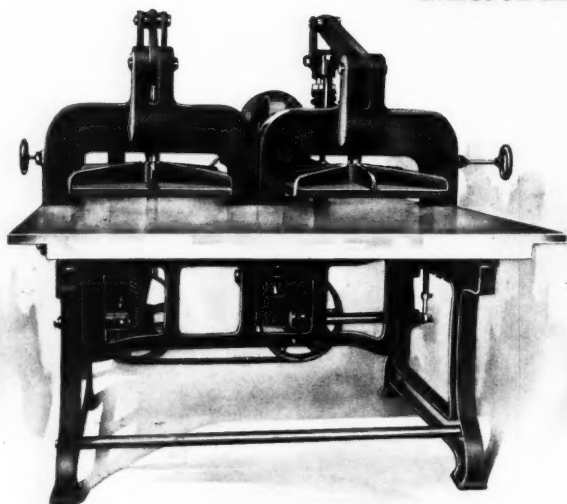
Bull Moose

CHARLOTTE NEWS

THE ROCK ISLAND ARGUS

ANOTHER WINNER!

The Duplex Mechanical Compressor Matrix Drying Table



The double machine, as shown herewith, accommodates two forms at a time and can be operated by a two-horsepower motor.

The entire manual operation consists simply in pulling the lever, requiring but a moment and the strength of a child. Single platen tables are furnished when desired.

The Machine Is Wholly
Self-Contained

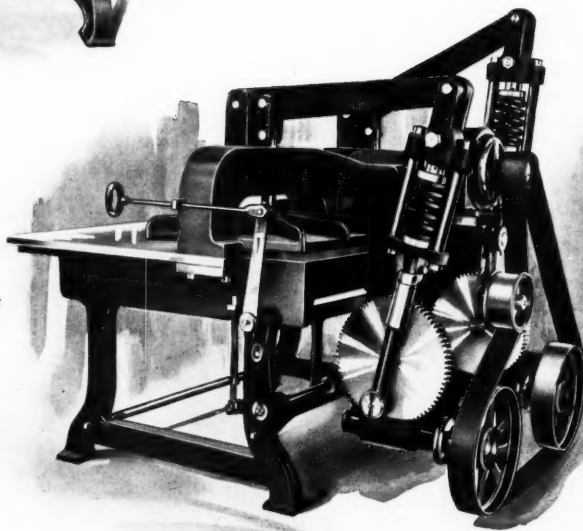
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The Mechanical Compressor is superior to pneumatic pressure for matrix making, and does away entirely with air compressors, special electric apparatus for operating the same, air tanks and air cylinders on the compressors.

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The Duplex Compressor has absolutely no auxiliaries and is wholly self-contained. Its action is positive, and the platen "follow up" is made variable at will.

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NEW YORK: World Building
General Agents for Canada: MILLER & RICHARD

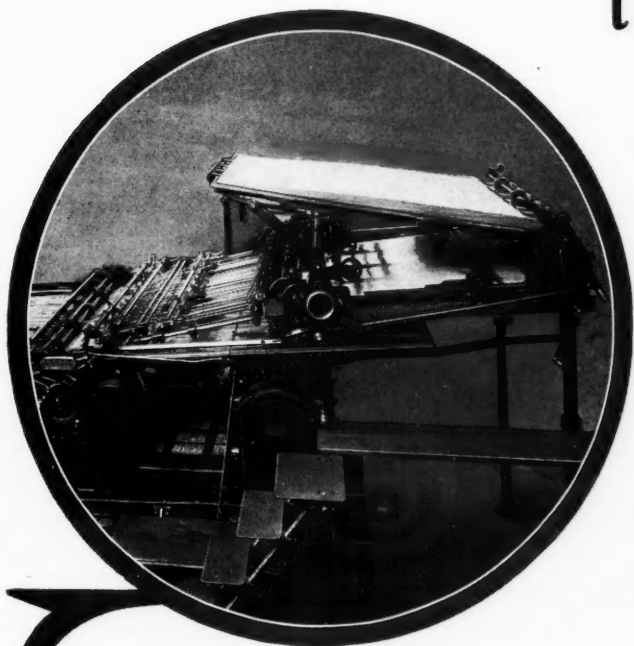
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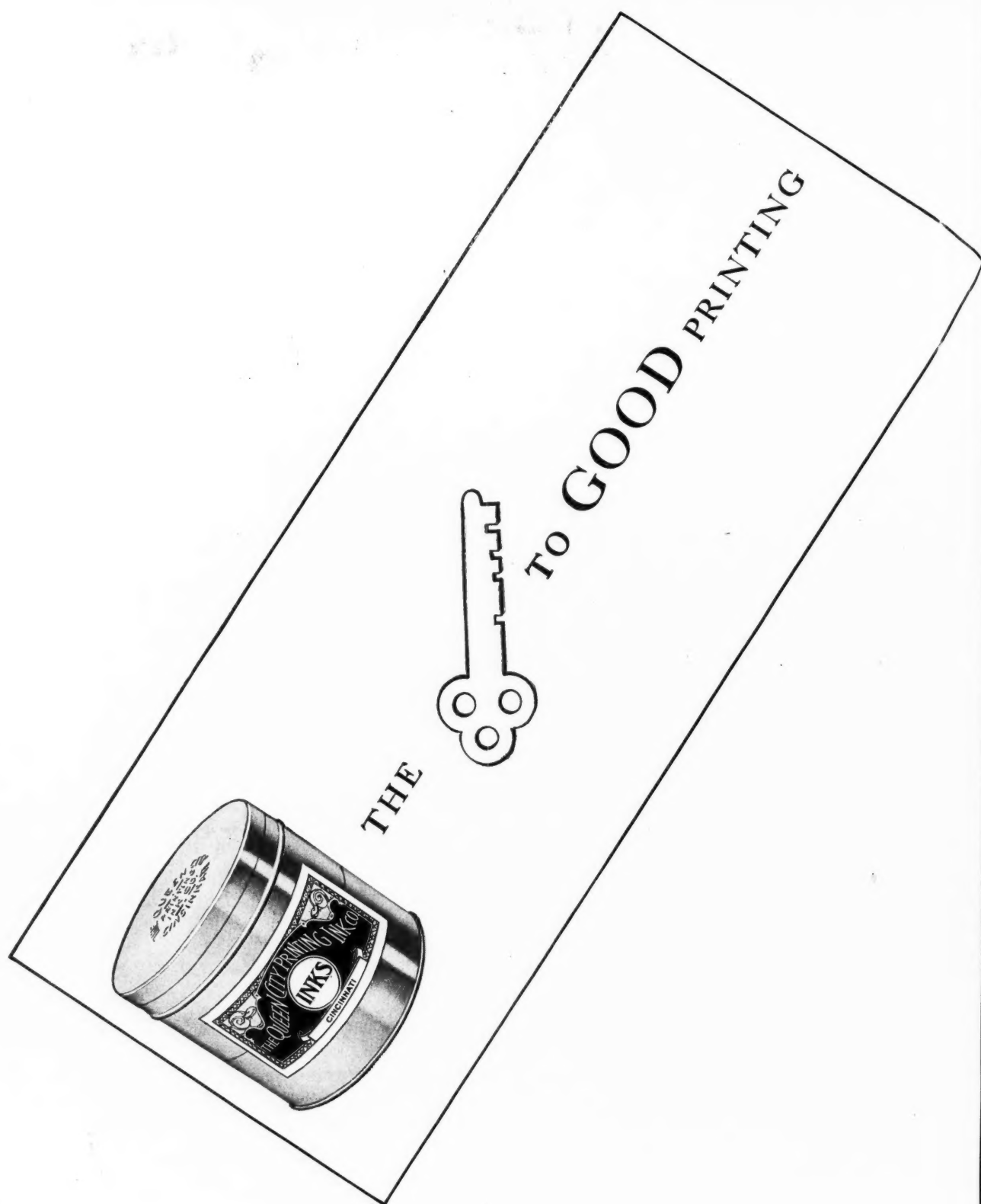
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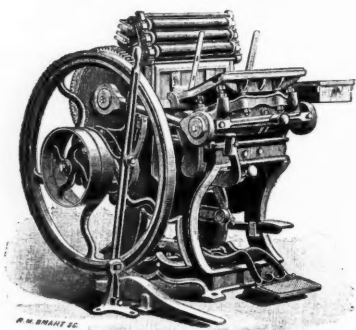
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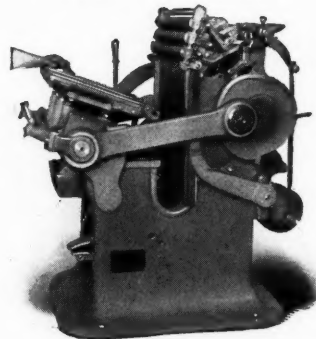
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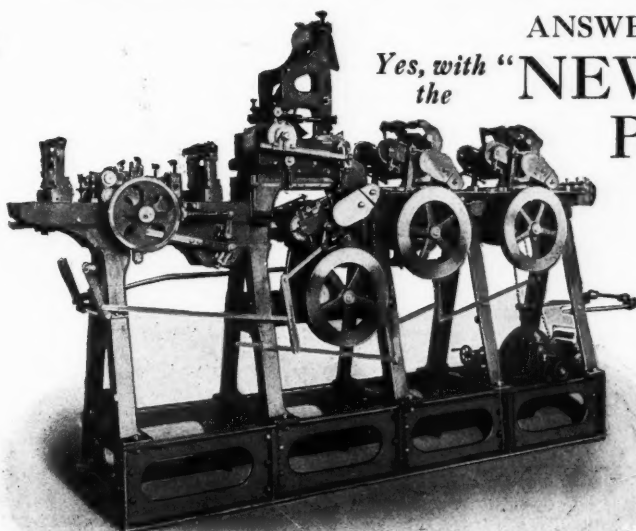
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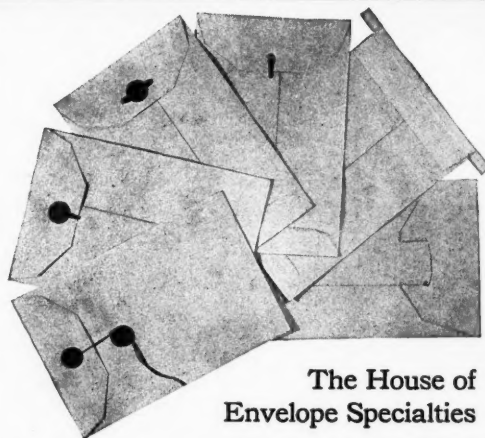
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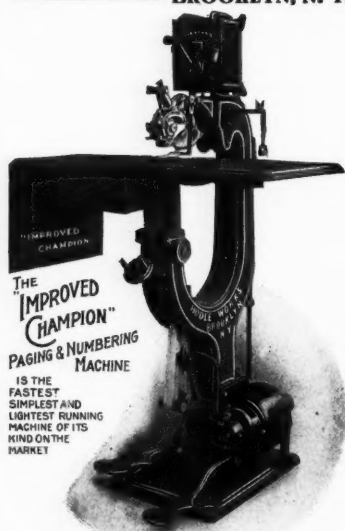
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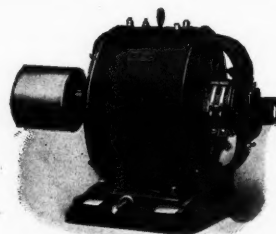


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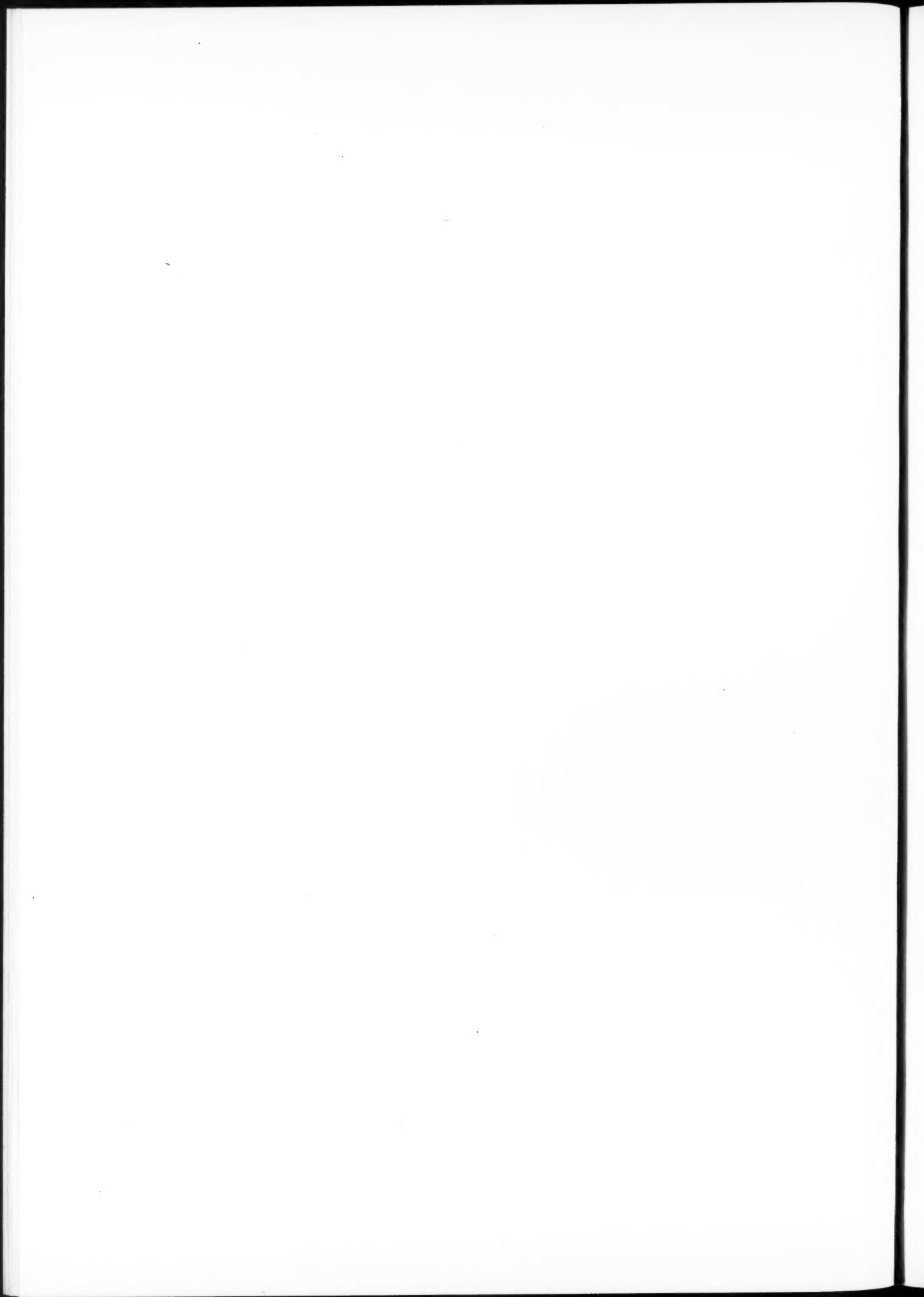
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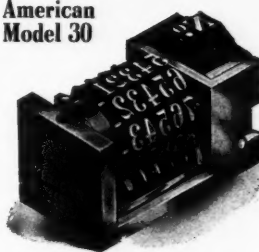
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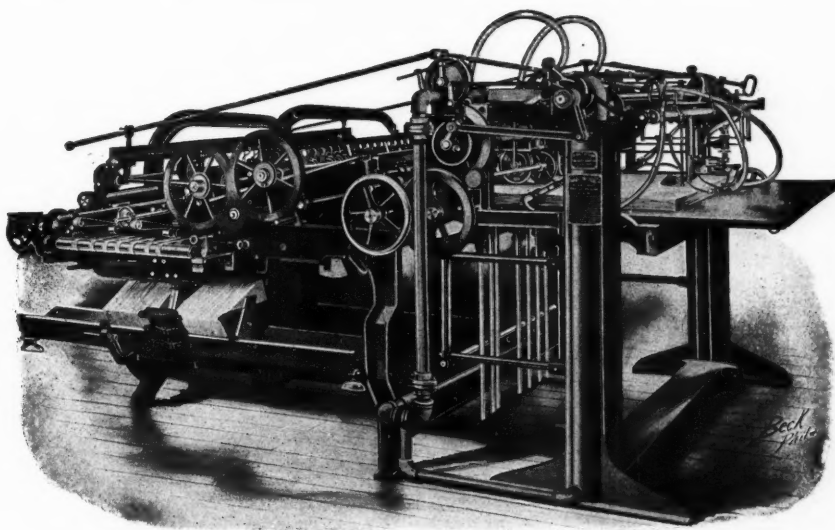
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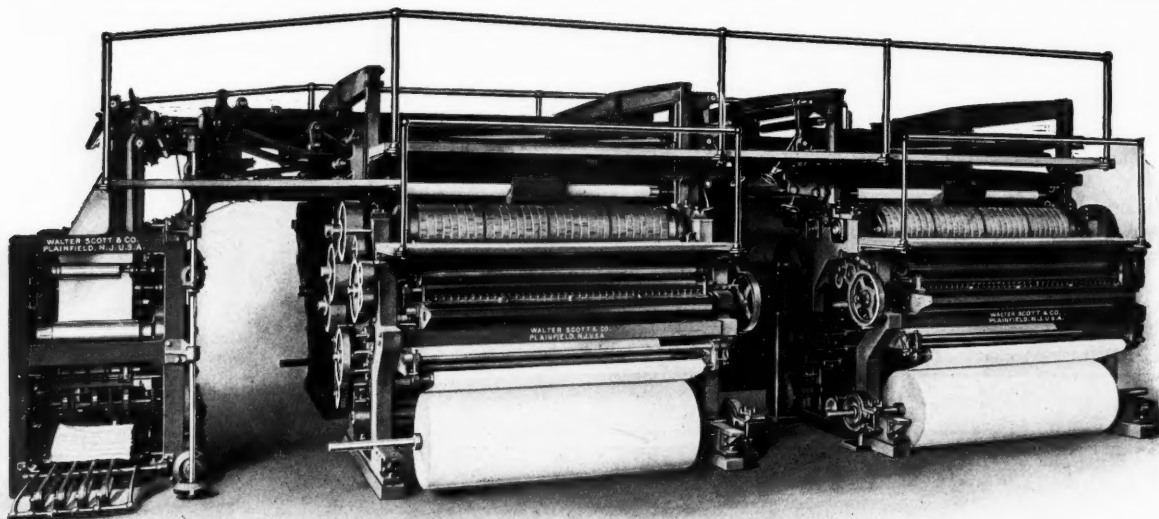
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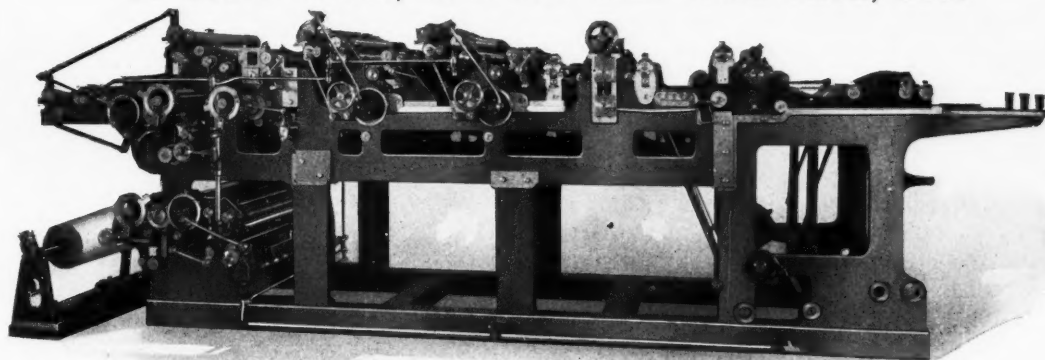
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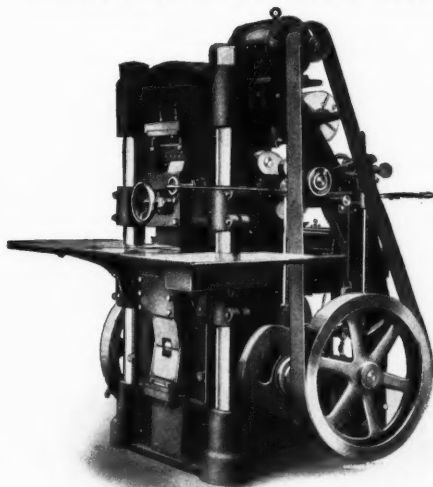
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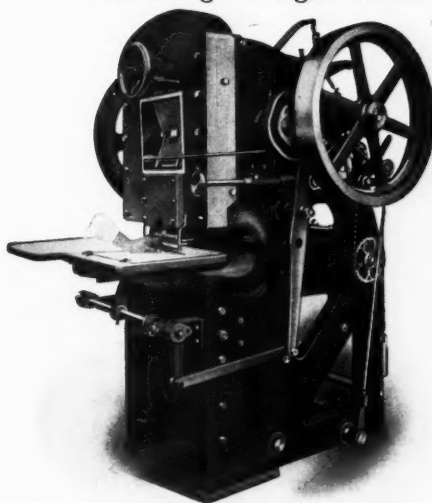
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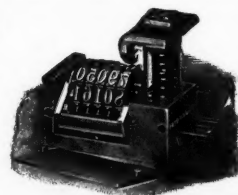
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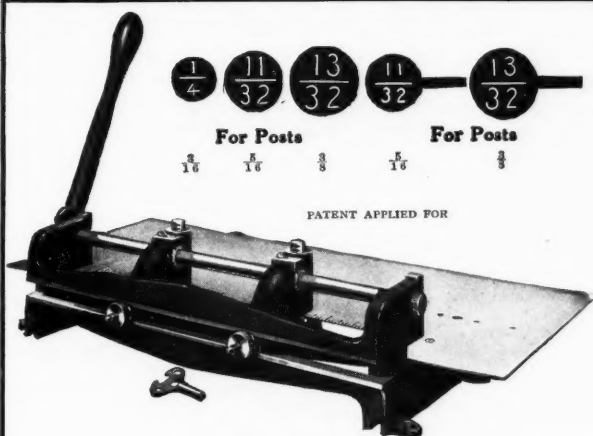
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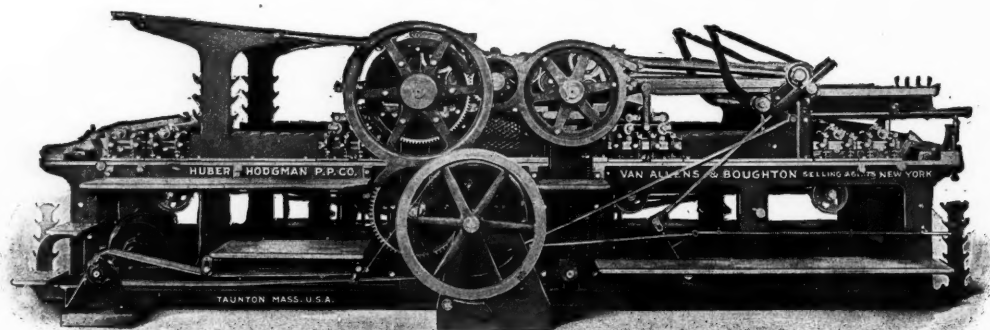
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THE Hodgman,



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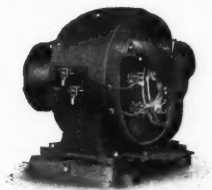
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to properly bring out
the detail of the finest
engraved half-tones.*

Sample sheets of VELVO-ENAMEL or dummies made
to specifications will be gladly furnished on request.

We carry the largest stock of Enamel Book,
S. & S. C., and Machine Finish Book Paper
in Chicago, ready for quick delivery, in case
lots or more, in standard sizes and weights.

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General Offices: 200 Fifth Avenue, New York

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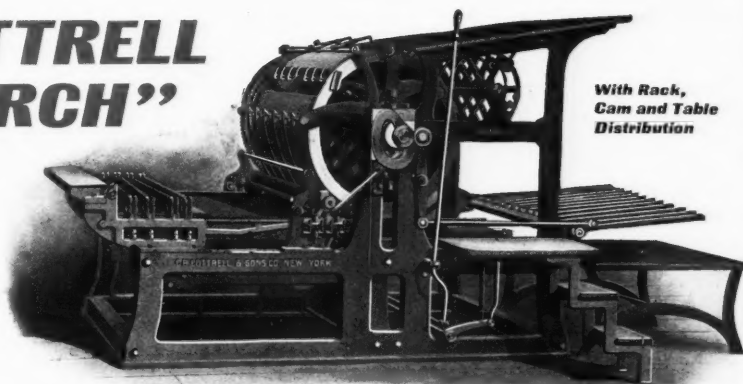
Printers' Building, Sherman and Polk Sts., Chicago

Mills at Tyrone, Pa.; Piedmont, W. Va.; Luke, Md.; Davis, W. Va.; Covington, Va.; Duncan Mills,
Mechanicsville, N. Y.; Williamsburg, Pa.

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Best Investment the Office Ever Made

THE COTTRELL "MONARCH"



With Rack,
Cam and Table
Distribution

COTTRELL single revolution presses are being used today on a great variety of process and line color work, and until the present method of printing is materially changed they will continue to handle this work at a profit. The use of hard packing on single revolution cylinder presses is identical with the most advanced practice on two revolution presses, and where all the working conditions on the two types of machines are the same, the purchase of a single revolution press oftentimes is an economy not alone in the first cost, but also in cost of maintenance.

There is a large amount of every-day printing that is done under conditions and at prices that preclude the use of high-priced two revolution machines. The machine to do such work must be simple in design, adequate in strength and easily understood by the average workman of limited experience. The Cottrell Single Revolution Press in the hands of a capable pressman will turn out such work every bit as perfect as can be done on the most expensive two revolution press and very much above the average of work done on some higher priced machines. Read what Mr. Rann, publisher of the Manchester, Iowa, "Press" says.

"THE PRESS"

MANCHESTER, IOWA

We bought our Cottrell "Monarch" book and news press about fifteen years ago, as I recall it, and it has been the **best investment the office ever made**. Despite the fact that the machine has not been overhauled for ten years, it is doing the finest kind of work. The registration is perfect, no wear is apparent in the working parts, and it does not seem to me that the ink distribution could be improved upon. We are continually doing **two and three color-work** of the most particular nature upon it, and we have found that it will work up a half-tone to the 'queen's taste.' In short, I believe it is the finest press for the needs of the country office, meeting every demand from the printing of the newspaper to the nicest kind of job work that is on the market today. If I were going to buy again, I should place my order for a "Monarch" without the slightest hesitation. Whatever reputation "The Press" may enjoy locally as sharp-printed, clean surface paper is due to this press.

H. L. RANN, Publisher

The Cottrell Single Revolution Press is easily understood and operated, and handles the work in the best possible manner and at the least cost for labor, materials and power. Such work as show printing and poster work, street car cards, hangers, heavy card stock and blank book work cannot be handled as successfully and profitably on any other press. Send for illustrated booklet.

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C. B. Cottrell & Sons Co.

Manufacturers

Works:
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Set in Keystone's Charter Oak and Harris Roman with 12 Point Panel Border No. 9. Printed on a No. 5 Cottrell

CHARTER OAK SERIES

6 Point Font \$2 00 22 A \$1 00 40 a \$1 00

GOOD JUDGMENT OF A COMPOSITOR

He will not choose a letter like this for a visiting card or a wedding invitation unless he was out late the night before, in which case he would be excused. Use this type for all display work \$1234567

12 Point Font \$2 75 14 A \$1 25 27 a \$1 50

THIS TYPE WILL SUIT

Most printers who like a clean cut, bold letter to use in general work

8 Point Font \$2 25 18 A \$1 05 36 a \$1 20

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Heavy effects are often desired. Charter Oak printed in black or colors on cover stock will bring very good results \$123456789

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This is a bold letter for just such work

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In many different ways. Can be used in job work and newspaper ads \$90

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GET RESULTS

Keystone type and materials

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TREATY SIGNED
Under Large Tree

30 Point Font \$4 25

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Historical Spot

36 Point Font \$5 00

3 A \$2 75 5 a \$2 25

OAK PLACE
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42 Point Font \$6 25

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FINE OAK
Tint Color

48 Point Font \$7 75

3 A \$4 70 4 a \$3 05

SMALL KERNELS
Make Large Trees

54 Point Font \$10 35

3 A \$6 25 4 a \$4 10

INDIAN BEADS

60 Point Font \$11 75

3 A \$7 00 4 a \$4 75

Oak Tree Path

Philadelphia
New York
Chicago

KEYSTONE TYPE FOUNDRY

Detroit
Atlanta
San Francisco

SOMEBODY, SOMETIME, may make a line of cover papers better for the money or *better for your purpose* than

BUCKEYE COVERS

The Standard Cover Papers for Economically Effective Business Literature

—but while you're waiting you may as well take advantage of the fact that *so far* BUCKEYE COVERS are the *best at the price* and also *best regardless of price* for the great majority of cover jobs.

The "proofs" are ready to go forward on receipt of your request on your business letter-head. Samples and prices furnished and orders filled by representative dealers in all principal cities—see list at bottom of this advertisement.

BUCKEYE COVERS are now made in 16 colors, 4 finishes and 4 weights, including double thick—the greatest variety of high value cover papers ever in a single line.

THE BECKETT PAPER COMPANY

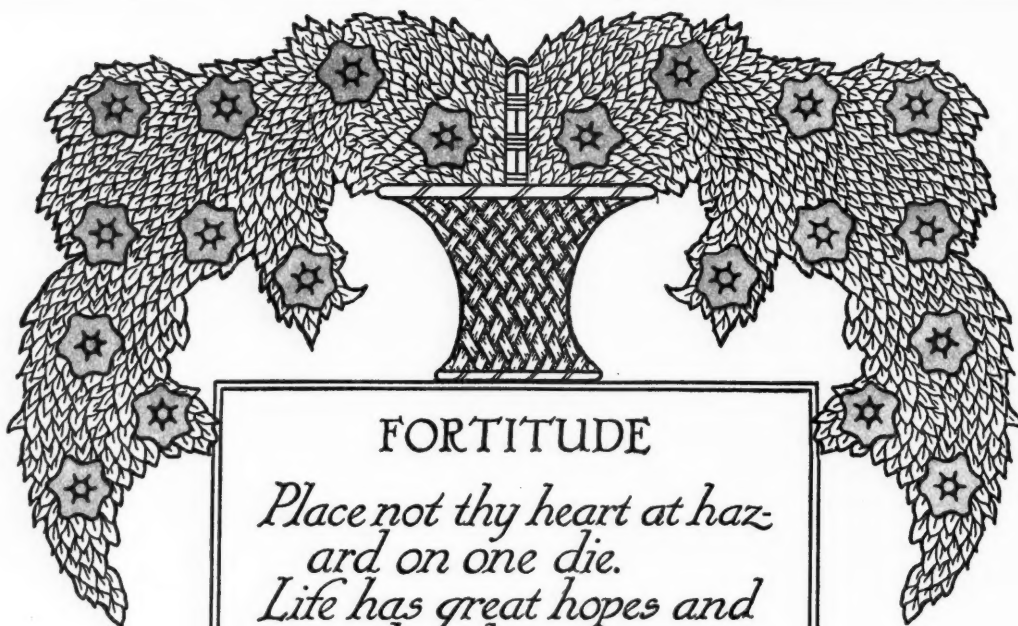
MAKERS OF GOOD PAPER
in Hamilton, Ohio, since 1848

BALTIMORE..... Dobler & Mudge.
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 { The Diem & Wing Paper Co.
 { The Whitaker Paper Co.
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MEMPHIS..... Taylor Paper Co.
MIDDLETOWN, O. { The Sabin-Robbins Paper Co.
 { Standard Paper Co.
MILWAUKEE..... { The E. A. Bower Co.
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MINNEAPOLIS... McClellan Paper Co.
MONTREAL..... Howard Smith Paper Co., Ltd.
NASHVILLE..... Graham Paper Co.
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NEW YORK..... { Henry Lindenmeyr & Sons,
 { 32-34-36 Bleeker Street.

OAKLAND, CAL.. Zellerbach Paper Co.
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OMAHA..... The Carpenter Paper Co.
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PITTSBURGH..... { The Alling & Cory Co.
 { The Chatfield & Woods Co.
PORTLAND, ORE. Pacific Paper Co.
RICHMOND, VA.. Richmond Paper Mfg. Co.
ROCHESTER..... The Alling & Cory Co.
ST. LOUIS..... Graham Paper Co.
ST. PAUL..... Wright, Barrett & Stillwell Co.
SALT LAKE CITY. Carpenter Paper Co. of Utah.
SAN FRANCISCO. Zellerbach Paper Co.
SEATTLE..... Richmond Paper Co.
SPOKANE..... American Type Founders Co.
WINNIPEG..... John Martin Paper Co.

FOREIGN SELLING AGENTS, Henry Lindenmeyr & Sons, London, England



FORTITUDE

*Place not thy heart at hazard
on one die.
Life has great hopes and
in them lie
The courage to renew,
when ruins round us fall,
Foundations deeper, wider,
and a loftier wall.
What though the thing we
builded be all swept away,
'Tis better thus than at a
later day.
For life is ours still, and
mind and hand
Obedient to the will that
can command.*

A. H. McQuilkin

The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Industries

TERMS: United States and Canada, \$3.00 a year, in advance. Foreign, \$3.85 a year.

Vol. 50

NOVEMBER, 1912

No. 2

Ours an Age of Color Printing

By S. H. HORGAN

IT is scarcely too much to say that in printing, and indeed by its aid, we are attaining to a renaissance of the age of color. Life may be dull enough — so dull, indeed, that the monotone illustration has long been appropriate to its monotony; but Nature is always in color. The perfectionment of technical methods during the gray epoch has now made possible a realistic revelation of Nature as she is."

Thus does the London *Times*, in its Printing Number, issued on the occasion of its forty-thousandth day of publication, prophesy that color printing is going to supersede monotone; and it would be well for engravers, printers and publishers to heed the prediction of such a disinterested investigator as the *Times*, that never uses color itself. Before reviewing some few paragraphs which support this conclusion it is interesting to read in the *Times*' own story that the paper was founded by John Walter, a rich coal merchant and underwriter at Lloyd's, because he lost his fortune through our Revolutionary War.

"TIMES" — A BY-PRODUCT OF AMERICAN REVOLUTION.

"I was," he writes himself, "twelve years an underwriter in Lloyd's Coffee House, and subscribed my name to six millions of property; but was weighed down, in common with above half those who were engaged in the protection of property, by the host of foes this nation had to combat in the American war."

In a letter to the king, soliciting patronage for the printing venture, Walter wrote: "The capture of the homeward-bound West India fleets by American privateers in the year 1776, and of the outward-bound East and West India fleets in the year 1780, under convoy of Captain Moutray, by the combined squad-

rons of France and Spain (in the safety of which I was deeply interested), shattered my fortune and rendered my affairs irretrievable."

To get another start in life, Walter bought from one Henry Johnson an interest in an invention for casting type into words instead of letters — the idea being to publish a daily list of the prizes in the State Lottery, which was then a recognized mode of raising money for public purposes. "Finding," as Walter said in a pamphlet, "that in the usual method of printing, it could not be effected on the evening of each day's drawing,



NICHOLAS AMHURST,
Editor of *The Craftsman*, a trade publication.
The earliest known picture of an editor at work.

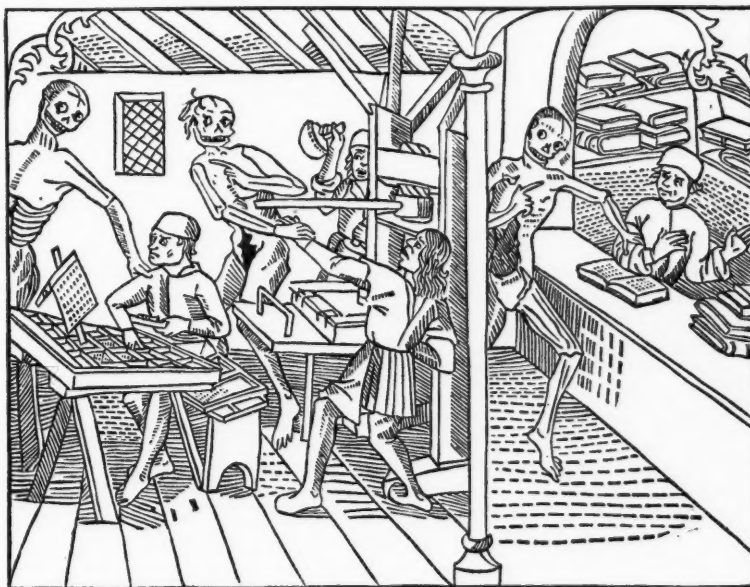
and if longer delayed, the purpose was defeated, he devised a method of expediting the business, by having types of two, three, four or five figures as required to form each number, composed in one body so that the work can be performed in one-sixth of the ordinary time, with the additional advantage of there being no possibility of misplacing, inverting or substituting one figure for another."

Meeting with opposition to the use of his logotypes from printers (the compositors insisted on being paid by the amount of type set up and not by the time occupied in setting it up), typefounders, publishers and booksellers, Walter started the

daily paper to show the speed with which logotypes could be assembled, while with separate type such speed in composition would be impossible. Walter had reduced the number of logotypes required to about fifteen hundred, occupying four type-cases, each $6\frac{1}{2}$ feet by $4\frac{1}{2}$ feet in size.

COLOR PRINTING.

The *Times* divides color-printing methods into the "artistic," in which hand methods are employed to produce the



DEATH AMONG THE PRINTERS.

(From a Danse Macabre. Lyons: 1499). The first representation of a press.

printing surfaces, and "scientific," which include the photo-mechanical processes. Much praise is given to Baxter and his intaglio key-plate, with from ten to twenty tints printed from wood-engraved blocks. Then came the artist chromo-lithographers, who drew on the stone and built up color upon color on other stones until the picture was complete. These were followed by the relief color printer, who still cut the key-plate on wood but made the color plates by etching on grained copper, getting graduations by "staging" with varnish. Then the

French led in color-block making through the method adopted by *Figaro Illustré*, in which the key was a half-tone block and the color blocks were a combination of orthochromatic photography and hand engraving.

THE THREE-COLOR PROCESS.

The discovery of three-color photography brought on a war between science and art, in which science (process) eventually won. For a few years there was a manifest decline until the printers' journals (referring, probably, to *THE INLAND PRINTER*) were filled with "scientific" representations of tropical parrots, ripe fruit and pickle-jars, all in the colors of nature. The period of crudity was soon surmounted and the three-color process has now been perfected. The retention of a fourth printing — though theoretically declared unnecessary — is found to be a practical advantage, and much of the best work is now done in four printings. But great as are the present uses of three and four color plates and printing, it is safe to predict that we are only on the threshold of the illustration of all that is beautiful in art and useful to mankind in science and commerce.

PHOTOLITHOGRAPHY.

In reviewing what has been accomplished in lithography, the *Times* says: "Here we might mention the fact that in America the half-tone process was applied to photolithography in a manner that for the day — about ten to twelve years ago — must be called superexcellent. Our own printers seem to have been so preoccupied that they never equaled the efforts of the New York comic weekly papers, and yet there could have been no profound secret in the method adopted. Now that the offset press has come to their relief it is not too late to make up for lost time." It was the Ben Day method of laying color tints that was used on the comic weeklies and not the half-tone process.

OFFSET PRINTING.

Of this addition to the printing family it is said in part: The term offset implies that the printing is set off or transferred. It is the expression used when by accident a number

of sheets are piled one upon the other until by their own weight they set off upon the clean backs of the sheets. The difference is that the setting-off becomes the mode of printing rather than accident, and is carried on systematically.

It seems curious that an offset or indirect method of printing should prove so effective, but the past five or six years' experience has put it to the proof in every possible way, and it may now be looked upon as not only the most modern but a most attractive style of printing which is likely to supersede much, if not all, the applications of the flat-bed machine.

There is a character about offset printing so different from what the public has been accustomed to that a new taste will be created and a far greater demand for printing of this pleasing and attractive kind will ensue.

MULTICOLOR PRINTING.

The *Times*' experts evidently have never heard of the McKee process or the wet-printing methods of the *Ladies' Home Journal* and other publications, for it refers to the attempts to print three colors simultaneously as having "produced no good results" for the reason that printing from a web was "attempting too much at one stage."

"One of the greatest triumphs of the printer's art and the engineer's skill" is termed the French flat-bed multicolor press, invented by Lambert, which is described as a press consisting of one long bed or table, which moves horizontally, carrying four form beds, to each of which there are the necessary independent sets of inking apparatus. Above this long bed and in gear with it are mounted the four printing-cylinders at convenient distances apart. The sheet is laid to the first cylinder either by hand or with an automatic feed, and after being carried over the first form the sheet is transferred by traveling grippers to the second cylinder, and so on through the machine, until the three or four colors are added to the sheet. It is then delivered to a pile at the end of the machine complete.

COLOR PRINTING CREATES ITS OWN FIELD.

"Ten years ago," continues the *Times*, "comparatively few printing-offices in Great Britain had printed a set of three-color

blocks. To-day the bookstall at any London or provincial railway terminus amply demonstrates the tremendous change effected by the three and four color process. Although much of the ground formerly occupied by other reproductive processes has been covered by this method, it must be maintained that the larger portion of the field which it is successfully occupying to-day is self-created, and but for it would be as barren as it was twelve or fourteen years ago.

We may take it for granted that the auxiliary arts of machinery, photography, and ink and paper making will continue to supply to the color printer their best and latest results. The arrival of the offset press has made possible the use of matt or even rough-surfaced paper for high-class chromo-lithography, and we have lately seen process blocks printed by letterpress on a surface that formerly would have been pronounced impracticable. These results are all to the good.

Literature is being illumined by color in all modern books. The commercial world, for advertising purposes, has recourse to color. Education is increasingly making demands upon the work of the pictorial artist, and color is a *sine qua non*.

We conclude by saying that we are unable to foresee an end to the possibilities of general enlightenment that, under favorable industrial conditions, are presented to the present generation of color printers. We hope they will be eagerly embraced.

COSTS

By A. H. McQUILKIN

<i>Gathered with the toiling years,</i>	<i>Into each sheet and type impress</i>
<i>Knowledge and skill are slowly won —</i>	<i>Goeth a grain of my lifetime past,</i>
<i>Vanished joys and haunting fears</i>	<i>Spent to bring hard-won success,</i>
<i>Of labor lost or work ill done.</i>	<i>With careful heed from first to last.</i>

*What charge shall I my skill endow
That makes my printing live and speak?
Its worth is what it does, but how
To claim that worth is what I seek.*

Shop Efficiency and Cooperation

By R. O. VANDERCOOK

IN reading the late issues of the several good printing-trade journals one can not but be impressed with the unanimity with which all are tackling the subject of efficiency, and how all agree on what makes the most for it. A thought-wave seems to be surging through printerdom. All are getting the same ideas, only expressing them differently.

THE INLAND PRINTER was the first, or simultaneously of the first, to come out flat-footed with the truth, which, expressed in many different ways, is that the efficiency of a shop can be no greater than the efficiency of the responsible head in his capacity for general management.

Under the present-day organization of the industrial world he who pays the wages is, of necessity, absolute monarch over the jobs of the workmen. No civic law can compel him to invest his capital, and no civic law will reimburse him for the losses of bad management or for paying wages to those not able to earn them. The more industrial monarchs there are, the better it is, under our present system, for the wage-earners. Competition among many managers forces them to study efficiency, forces them to make working conditions so that their best help will not leave them for more progressive and efficient managers who, through efficient management, can give good working conditions and at the same time earn fair returns on capital.

Many socialistic systems for the management of industry have been tried, and about as many have failed in all or in part of what it was desired to accomplish. The question now is, How far can cooperation with the workingmen be carried with mutual profit? How far it can be carried is up to the industrial monarch. If he is a wise monarch he can draw out much mutual good by cooperation with his working forces. If a manager firmly grasps the truth that every employee, no matter how slobby and inefficient he may appear to be, wants, in his inmost soul, to be considered a good workman, that truth can be used to great mutual profit. One writer recently empha-

sized the point of getting men to work *with* their employers, rather than *for* them. This good idea is the basis of all feasible cooperation at the present time. Make it possible that every employee can see hopes of his becoming a really efficient workman. Use your superior intelligence (and you ought to be superior if you fit the job of general manager) to draw out and direct the abilities of your workmen. Be charitable, and remember that it is through mistake, not too often repeated, that all the world's progress has been made.

One of the world-famed publishing houses in Philadelphia has so inculcated the spirit of working together that the newest errand boy in the plant feels that he is of a higher social plane than the errand boys of other plants, just because he works *with* the great firm in question.

A number of large firms now have suggestion-boxes. They request all employees, no matter in what station, to write out and drop in the box any suggestion that the employee thinks might be of use to the firm. A substantial money reward is given for any suggestion that can be utilized; but, best of all, due credit is given before all the shop-mates to the individual evolving the useful idea.

How would it do to post up notices something like this:

To All Our Employees:

We want the cooperation of all our employees in building up the efficiency of our plant. You will find boxes labeled suggestion-boxes [state where] in which we want each and every one of you to place suggestions. Write out any ideas you have that may be used to mutual profit. Every suggestion put in these boxes will receive courteous attention and reply. If it does not appear feasible to use we will tell you the reason why. If it is feasible and we can use it we will give you a money reward, in no case less than \$5, and you will also be given due acknowledgment for the idea.

You might also print or typewrite a little circular for your employees, telling them what your ideas are about efficiency. The circular might be worded something like this:

To All Our Employees:

In connection with the notices posted about suggestion-boxes, you may be helped by reading this:

What is efficiency? All it means is getting the desired quality and quantity of work done in the easiest possible way. If any of your work makes you tired and weary, and you can figure out some way to do it properly and speedily without making you so tired, you will not only help yourself but every other person working

with you. Labor-saving ideas and machinery have always resulted eventually in the betterment of the workingman's condition. This is a historical fact that can be easily verified by any one.

Every person in this plant has a chance to help every other person by thinking about the job he is on. Valuable ideas, like pearls and diamonds, often are found in the most unlooked for and unsuspected places. You do not know what your mind will do until you work it hard. If you can think out any way of saving a single motion of your hand in doing a piece of work, you have figured out an idea of value, no matter how small that useless motion may be; but if it can be forever eliminated from the work, you may save all who come after you the useless labor of making that useless motion. And who knows but that a simple motion saved may in years, in the total results of time saved, be worth the whole productive energy of several human lives!

Here are some things in which all of you have a chance to do good.

Can you suggest any rule not enforced now that will make the shop more neat and orderly and therefore a more pleasant place for you to spend your working hours?

Have you any suggestion to make that will prevent waste of material?

Have you used machines different from ours that you believe are more efficient?

In your employment in other shops have you seen ways of doing work that you liked better than the way used here?

We want all our employees to feel that they are working *with* us as much as *for* us. We want to give every one of you a chance to develop all that is good in you, that we may all be happy and prosperous working together.

I have often thought why some writer, who has time, does not write on the subject of "The Romance and History of Well-known Inventions." Such a book put in the hands of "devils" and errand-boys would surely fire up ambition in many of them. The efficient "industrial monarch" must be able to fire up ambition in his collaborators, and the younger the boy or man is when he gets "fired up," the more potent he will become in doing the world's work. An inventive and initiative ability exists, in more or less dormant state, in every human being born into the world, but in too many cases this divine spark has been almost altogether quenched by cruel conditions of life.

If we printers, in our future shop practices, and by the right cooperation among ourselves, can show that the printing art was the first art to grasp and practice in itself the great truths of right living, the world would take it only as a logical sequence of events, for the world does now admit that it was printing more than any other art that developed the world from barbarism, and it is only logical that its devotees should show the world the way to correct business methods, resulting in well-rounded lives for all who go into and stay with the art.

From Proofroom to Pulpit

By C. A. HARTMAN

THE versatility of the proofreader is proverbial. A recent instance of this is Edmund Valentine Armstrong, who changes with ease from the shirt sleeves, the pen and the desk of the proofroom of a morning newspaper, to the gown and surplice, and to the pulpit of a Protestant Episcopal church.

Mr. Armstrong has been a member of Big Six Typographical Union for thirty years, having joined the union upon attaining his majority. During the past twenty years he has read proof in New York city on the *Morning Advertiser*, *Globe*, *Daily News*, *Telegraph*, and on the *Brooklyn Daily Eagle*. For the past seven years Mr. Armstrong has been a reader on the *New York American*, and on October 1 he assumed charge of the proofroom of the *New York Evening Journal*.

For more than ten years Mr. Armstrong has been a member of the Church of the Holy Apostles, in Windsor Terrace, Brooklyn, New York; a warden of the church, leader of the choir and superintendent of the Sunday-school.

Since last Easter this church has been without a regular ordained rector in charge, and Mr. Armstrong stepped into the breach and conducted the regular church services, participating in all of the work of the parish as well as supervising the activities of the seven live societies connected with the church. In assuming the duties of "lay reader" Mr. Armstrong did so without any clerical training whatever.

Under the rules of the Protestant Episcopal Church, "lay readers" are permitted to wear the black gown and white surplice, but not the stole of the regularly ordained priest of the Church. According to canonical law they are not permitted to administer the sacrament or officiate at weddings. This printer-layman, however, conducted the affairs of this parish in such a manner that he received the compliments of Bishop Frederick Burgess of the Diocese of Long Island, as well as high praise from the former rector of the parish — the Rev. F. A. Wright — who said:

"Mr. Armstrong is the ablest lay worker I know of. The remarkable part of Mr. Armstrong's work is the fact that during the six months he has been lay-reader-in-charge the church and the seven societies in the church have gone along at full speed, and I do not hesitate to say that the steady, consistent growth of the church during the past eight years — which has been about fifty per cent — has been maintained during the past six months as though a regular rector had been at the helm. When one takes into consideration the fact that the Church of the Holy Apostles has about 300 regular communicants, a Sunday-school of 380 pupils with an average attendance of 230, one realizes the magnitude of this task for a man who received no clerical training."

Mr. Armstrong is a good bass singer, and he has the happy faculty of imparting his knowledge and love of music to others. In 1904 he organized in this church a choir of forty voices, with two organists; he led the choir, selected all the music, and he, the choir and the organists gave their services without pay. During Mr. Armstrong's leadership of the choir he designed for the forty girls a costume that is said to be the prettiest in New York city, or in any other city, possibly.

The Armstrongs are a family of printers. The grandfather of Mr. Edmund V. Armstrong was a printer in New York city seventy-five years ago; his father, now retired, was a New York printer for more than sixty years, and his uncle was a proofreader on the New York *Herald* for twenty-five years.



EDMUND V. ARMSTRONG.

Selling to Printers

By PICA

THE cost of selling an article has an importance in making the price secondary only to the cost of manufacture. Any hindrance that may occur in making sales to any particular class of buyers goes against its selling price. The luxuries of life are high-priced, though the staples are high enough, as the outcry against the high cost of living proves, but the luxuries go higher yet. There must be a larger percentage of profit in the slow sellers to compensate for the waiting time and the expenses incident thereto.

If a buyer goes into a surgical-instrument-maker's shop and buys a pair of tweezers, for instance, he gets the implement for about 25 cents. If he goes into a printers' supply house and buys an identical article, he pays 75 cents to \$1 for it. The reason of this is that the printer procrastinates buying the things he needs in his business, or buys them at last on long-time credit.

This trifling example is given because it shows the effect in a small enough way to make the illustration particularly striking of how the procrastinating habits of a certain class of buyers have to be paid for by themselves in cold cash at the time of the purchase, or eventually, and affects the selling price of all apparatus in the printing trade.

The salesman who calls upon a printer does so at the expense of railroad fare, salary, and other incidentals. The printer may need the machine or apparatus that the salesman wants to sell him. But he has not put his thinking apparatus to work, and defers making a decision. He puts off. The salesman may work on that prospect for months. The percentage estimated for selling cost may be eaten up in the expenses of that salesman, but it may be compensated for by quicker sales elsewhere. These conditions make the basis on which selling cost is fixed.

It can not be expected that every printer is going to jump at every proposition to buy machines, but commercial and

manufacturing economics go much beyond the limits of any particular printing plant. Now that printers are studying efficiency, prodded thereto by the investigation of costs, the economic principles of buying — so far as they affect the value of knowing the requirements of the printing plant, the work in prospect, the machines to meet the conditions, the value of knowing what is needed and acting promptly on that knowledge — will save many a dollar, not only in the cost of the article itself but in having its service in making efficiency within the shop — and thus extending the principle of efficiency without the shop — for the salesman can do many things for the printer if his time and talents are not taken up with watching the vacillations of an undeterminate mind.

The trade-papers keep the printer informed on the advance of the printing art. Close up to the first announcement of the inventor's conception, close up to the first intimation of an improvement in a staple machine, the trade-papers give the facts. The printer has ample time to consider the application of these improvements to his needs. If there are any further things he wants to know about these announcements, a letter will bring them. It may not be necessary for a salesman to visit him. In many cases it is not necessary. But the printer likes to talk, and he wants to have a salesman to talk to. Well, he pays for the talking. Personally and generally he pays for it. From the information he has obtained, if he reads the papers, he should be ripe for the salesman and make his purchase then. If he has good reasons for not buying and does not wish to buy, a letter explaining his reasons will save the salesman the expense of a trip and aid toward a greater commercial efficiency in saving unnecessary expense.

The printer must not forget that the entertainment he extends to his customers is — if he can possibly fix it that way — included in the printing bill. The donations, therefore, that he imposes to "bring the boys together" can not but affect the price of the materials he buys. The dinners, the cigars, the theater tickets must come from him and he must get them from his customers. Expenses do not stop at their source — they go down the line. "I know — I know it is a

good machine. I guess we should have it. Call again in a month or two. I'll be ready to talk to you then." Thus says Mr. Dilatory, and Mr. Selling ruminates that the next lot of machines must be boosted up a few hundred to meet the cost.

Printers of Note—Aldus Manutius

By WALTER BLELOCH

AMONG the families prominent in the infancy of the "Art Preservative"—when the profession was handed down from father to son, from generation to generation—few stand out in so bold relief as the family of Manutius of Venice and Rome, from 1490 to 1600. The Greek and Latin works of this house were noted for their accuracy, but their chief claim for distinction is no doubt due to the fact that they were responsible for the introduction of "italic" type, which, according to most authorities, was first used in the Manutius edition of the Virgil in 1501.

The head of this famous family was Theobaldus Manutius, and it was from the "Aldus," a corruption of his first name, that the trade name "Aldi" was evolved, and from that it was but a step to the later world-renowned "Aldine Editions" bearing the famous emblem of a dolphin twined around an anchor.

As in numerous other cases, it is found upon investigation that all authorities do not agree regarding the "family tree" of Manutius. Upon one point they all agree, Theobaldus Manutius was a scholar of great attainments, whose attention had been drawn to the then new art of printing as a means of spreading broadcast throughout the land the learning that was then the good fortune of but a very few to possess. He started his shop in Venice in 1488, and in 1494 commenced the editions which later became so celebrated.

Manutius took the Roman text and modified it into what is now known as "italic," but which was first known as "Vene-



The trade-mark of Aldus.

tian " and later as " running type." Through his never-ceasing efforts to improve his product, he was responsible for many of the most noted Greek and Latin works of the age. It is said that over his doorway was inscribed:

"WHOEVER YOU ARE, ALDUS EARNESTLY ENTREATS YOU TO DISPATCH YOUR BUSINESS AS SOON AS POSSIBLE AND THEN DEPART; UNLESS YOU COME HITHER, LIKE ANOTHER HERCULES, TO LEND FRIENDLY ASSISTANCE; FOR HERE WILL BE FOUND WORK SUFFICIENT TO EMPLOY YOU AND AS MANY OTHERS WHO MAY ENTER THIS PLACE."

In the early, as in the modern day of the craft, the printer-man had little time for aught but work.

After publishing editions of Aristotle, Aristophanes, Herodotus, Demosthenes, Plato and other Greek classics, together with a number of Latin and Italian works, which afterward became of note, Aldus Manutius died at Venice in 1515.

The business was continued by his father-in-law, and then by his son, Paulus (born in 1511), who, like his father, soon became famous as a scholar and an author. As a printer, it is said, the son was almost the equal of his father, having seemingly inherited his father's exceptional ability to direct the efforts of others toward the end that the "Aldine Editions" would be known for centuries afterward.

Aldus Manutius "The Younger" (born in 1547) was the son of Paulus and assumed the direction of the business upon the death of Paulus in 1574. Though noted as a classical scholar and a printer, he seemingly failed to achieve the results and attain the degree of distinction reached by his father and grandfather, dying in 1597.

Among the very important works to which Aldus, senior, devoted himself for years was a proposed edition of the Bible in Hebrew, Greek and Latin. This work was never completed, probably owing to its complex nature. For the many things they *did* accomplish, the family of Manutius will ever be honored in the history of the "Art preservative of all arts."



All Wealth Comes from the Soil and Is Made Potential by the Printing-Press
 Photographs by R. R. Sallows, Goderich, Canada.



EDITORIAL



FIRST order of business for the printer and his friends after election is "postal affairs and the proper presentation of our case."

ERE this reaches the reader's eye the campaign will have been completed, and all will know the names of the parties and men who secured the coveted positions and those who won great moral victories that assure success next time. An incident of the late struggle is that the old bogey about presidential year being a bad business period received some hard knocks and must be nearly ready for retirement to the cobwebby regions of nowhere.

PRESIDENTS are not the only things that grow in Ohio. Big printers—the kind who do big things—are also found there. The remarkable success of the recent cost congress and exhibition at Cincinnati is ample proof of this. The thought comes that possibly among these men we may find a Moses who can consolidate organized printedom. It is a huge task, of course, but Ohio printers have given us a glimpse of what they can do in a large way.

ELSEWHERE in this issue we present the views of three well-known men on "Printing-trade Ethics." More space in the trade press might well be devoted to this subject. Too many printers seem to be utterly without conception of what constitutes honorable business methods in their relation to competitors and to the trade as a whole. Out of our efforts at organization there should come a code of ethics for the guidance of printers who would have and are entitled to the respect of their fellows.

FRIENDSHIP, cooperation and brotherhood are beginning to have more than an empty meaning for employing printers. Slowly yet surely the old notion of competition is giving way to the new spirit of helpfulness—the spirit of the Golden Rule. When John S. McMillan closed the second cost convention at Cincinnati his heart was so full of that new feeling which is laying hold of print-

ing craftsmen that he almost collapsed with emotion. This incident, however, simply points to the great change which has taken place among employing printers in recent years. And the change is a harbinger of better times for every one engaged in the printing business.

EFFORT is being made to bring the employing printers and allied craftsmen of Chicago together in a common meeting-place for the numerous organizations in which they are represented. The purpose is to form a nucleus for the establishment of a fellowcraft or graphic-arts club, with the view of cementing the different organizations as a single and influential force in all matters where harmonious action is possible and desirable. It seems that this should be easy of accomplishment if a little missionary work were started in each body interested. At least there is no reason why it should not be accomplished if the right kind of spirit is manifested by printing craftsmen.

SOME idea of the relation of efficiency methods to economic production is given in C. S. Peterson's article in the October INLAND PRINTER. "While wages are roughly from one-third to one-fourth the rate in Chicago," says Mr. Peterson, speaking of conditions in Naples, Italy, "there are many other causes that render the product costly." Among these "other causes" it is pointed out that the output of the linotype machine, for instance, is little more than half that in Chicago, which of course is indicative of the difference in other departments. Up-to-date tools are scarce and organization is imperfect. The result is that the finished product in Italy becomes as costly as that in this country under a much higher rate of wages. American printers, however, should not take this as meaning that they have reached perfection in efficiency methods. In fact, the methods employed have had little to do with our apparent advantages over foreign printers. The difference lies chiefly in the ability of American workmen to produce more than their foreign brothers, and in the labor-saving equipment installed in American plants.

For this very reason there is a maximum of opportunity—much of which is overlooked—for reducing the cost of production by introducing more efficient methods into American printing establishments.

Ohio Printers Make Good.

When word was sent out from Cincinnati, three or four months ago, that the second Ohio Printers' Cost Convention would be one of the most notable of State meetings, and that the printers' machinery and supplies exhibition to be held in connection with it would be the largest and best ever held in America, many printers accepted it as mere extravagance of advertising, especially in its reference to the exhibition.

But the printers of Ohio more than "made good."

The exhibition undoubtedly was the finest, the largest and most successful ever participated in by American manufacturers of printers' machinery and supplies, and the men who planned and carried it to fruition are to be congratulated. American printerdom doffs its hat to Ohio.

Mere Cultural Education Insufficient School Training.

Discussion of our public-school system is needed. Too long parents have evaded their responsibility in the education of their children. Too long Americans have taken for granted that eminent scholars and educators in every nook and corner of the globe are lying awake nights planning for the efficient training of the oncoming generations. An awakening is here. We are beginning to open our eyes—or rather our eyes are being pried open by the inefficiency of our boys and girls who have graduated from the public schools. "What is the matter with the public-school system?" is a question that is now heard on all sides—and it is a question that must be answered, not by the school boards and professional educators, but by business men, by farmers, and by artisans. For it is in the business office, on the farm and in the workshop that the final examinations are held—that the deficiency of our school system is manifested.

It is therefore gratifying to note that leading periodicals are taking up the discussion of our public-school system. In recent numbers of the *Pictorial Review*, Lewis Edwin Theiss has treated the subject impressively and thoroughly. In outlining the weakness of the system, Mr. Theiss says:

We have built up a scheme of instruction that is founded, not upon educational needs, but upon educational history. We have gotten a false conception of education. We have confused it with culture. We have built up a method of training founded upon the ancient system of educating the

priests, and we have said, "This is education." We have made our system inelastic, inflexible, procrustean, and then forced it upon every child. In short, we have adapted the child to the system, instead of the system to the child.

In printing-offices it is found necessary to educate the boy in ordinary grammar and spelling as he is taught the trade. And as to punctuation: he seems to have no conception whatever of the principles underlying it. This can be said not only of eighth-grade but of high-school graduates. Mr. Theiss quotes a country gentleman as follows:

I live near a little hamlet of about four hundred people. They had a graded school—that is, a school with a principal and three subordinate teachers. I visited this school recently and found children about twelve years of age vivisectioning a clam. They were told the names of its various organs—useless knowledge for them, even if they remembered it, which of course they did not. In another room an American girl was teaching German to half a dozen students. I believe the thorough study of any language is good mental training. But there was no mental training in that room. The teacher would pronounce a few German words as she had learned to pronounce them, and the children would try to pronounce them after her. Then they had a sort of guessing as to the gender of a noun, and that is all. They liked German, they said. It was so easy. A few days after my visit, I got a bill made out by a graduate of that school whose father sold poultry. She charged me for "four chickies and three fowels."

THE INLAND PRINTER would urge its readers to take an aggressive part in their respective communities in the discussion of this all-important question. Printers and publishers are in a position to know, through experience, many of the shortcomings of the public-school system, and they owe it not only to themselves and to the public, but to the printing business, to use their advantageous position for the common weal.

Public and Postoffice Benefit by Second-class Rate.

Allowance is made by the judicious for many of the statements issued in the heat of political campaigning, when the speakers are put to their wits' ends to rouse the crowds, and the political scribes have but one duty to perform—deliver the punch.

But with all that consideration, there should be some regard for truth.

We saw a statement purporting to be issued in the interest of President Taft, in which it was made to appear that the opposition to that gentleman's postoffice administration was due to his desire to establish a one-cent rate for first-class postage. That is far-fetched, for, to the best of our knowledge, the administration of the postoffice was attacked long before President Taft was the friend of one-cent postage. Indeed, it is a problem that he inherited, and the difficulties of which he intensified rather than modified.

The publishers were also accused of being grafters because of the second-class rate. This is on the theory, of course, that the rate is a "privilege" and a subsidy to publishers and printers. There is no truth in such an inference, as the fierce competition in the publishing business has assured the public the benefits of the low rates. Usually subsidies are granted to railroads or some other industry that in its nature is monopolistic. Excepting the case of daily newspapers, the printing and publishing business is exceptionally susceptible to the operation of the natural laws of competition; they can not be avoided nor evaded.

The public is now getting marvelous value in printed pabulum for the money it spends. Editorially and mechanically, quality and quantity, the buyers of second-class periodicals are receiving five times the value that they did thirty years ago. The cooperation of the Government in the matter of rates and service has contributed much to this desirable result of giving the public great volumes of wealth—wealth expressed in its highest and best form.

If the public has not been the principal beneficiary of low postal rates, what other element has benefited to anything like an equal extent?

The present arrangement for the distribution of magazines, etc., is correct in principle because it squares all 'round. President Taft and those who see with him on this question insist that second-class matter is distributed at a loss to the country, and is the cause of the perennial deficit. We will not halt to discuss the broad question of why the Postoffice Department should be made to pay; nor will we ask how the administration knows that second-class matter is handled at a loss.

We maintain that if the contentions of our opponents were proved to the hilt, second-class matter is really profitable to the department, as it is a feeder to first-class matter. We know there is a disposition among some to pooh-pooh the theory of advertising being a feeder, or of the department needing such an aid, but up-to-date business men do not despise "feeders" and "leaders." Merchandizing is altogether too enterprising a function these days for any one serving the public to overlook such a device. And if the postoffice is to be put on a business basis, why not employ modern business methods?

It is impossible to cover the whole field and show all that advertising has done in this respect. There are too many examples, but out of the multitude we will take one found in that *vade mecum* of students of the Postoffice Department—"Postal Raiders and Riders." At a congressional hearing on postal affairs the periodical publishers presented an exhibit which completely tells the story

of a magazine advertisement in account with the postoffice, and we give it herewith:

In the *Saturday Evening Post* of November 26, 1910, was published a 224-line advertisement of the *Review of Reviews*.

Three thousand seven hundred replies were received, 1,776 of them enclosing each 10 cents in first-class postage.

The paper on which this advertisement was printed weighed 0.132815 ounce. The half of it printed with the advertisement weighed 0.06640625 ounce.

One million seventy thousand copies of the *Saturday Evening Post* were sent through the United States mails, so that the postoffice transported 4,440.9 pounds of this advertisement. At 9.23 cents per pound—the pound cost of transporting and handling second-class matter given by the Postoffice Department—the total cost of giving the postoffice services to this advertisement was \$409.90; postage paid at 1 cent a pound, \$44.41; loss to postoffice, \$365.49.

The postoffice's gross and net gain from first-class postage created:

3,700 inquiries were received by the <i>Review of Reviews</i> .	
3,700 2-cent stamps for inquiries.....	\$74.00
3,700 acknowledgments under 2-cent stamps.....	74.00
6 follow-ups to 3,700 inquiries under 2-cent stamps	444.00
1,776 inquirers send 10 cents in stamps.....	177.60
740 sales are made, each involving 12 bills and 12 remittances, under 2-cent stamps.....	355.00
The 3,700 names of inquirers will be circularized at least three times a year for five years, under 2-cent stamps (a practical certainty of twice as many circularizations).....	1,110.00
Total gross direct sales of 2-cent stamps from advertisements	2,234.60
Profit of forty per cent, according to profit of percentage of Postmaster-General on first-class postage	\$893.84
Direct loss in transporting and handling advertisement, cost figured at 9.23 cents a pound, income at 1 cent.....	365.49
Ultimate minimum net gain to postoffice in having carried this advertisement.....	\$528.35

AN EXPENSIVE PUNCTUATION-MARK.

Some fool who is going the limit in phonetic spelling will be trying to do away with punctuation entirely one of these days. To him we would relate the story of the woman who visited the city on a shopping expedition, and fell head over heels in love with a \$400 millinery layout. She wired to her husband, describing the outfit and the price, and asked if she might purchase. He answered: "No. Price too high." When she came parading home, diked out in the purse-wrecking togs, the victim fainted, but he had overlooked the fact that telegraph operators never punctuate.—*Missouri Mule*.

PRACTICE THE CELESTIAL STUNTS.

Make a Happyland here below rather than write sentimental slush about Happylands hereafter. I believe in heaven just as much as you do, beloved, but I hate like thunder to see a lot of greenhorns stalking around in a new house, without knowing how to act. Do you get it?—*Missouri Mule*.

Printing Trade Ethics

Addresses Delivered Before the Ben Franklin Club, Chicago, September 26, 1912.

"ONE PRICE THE ETHICAL THING."

BY W. H. FRENCH,

President Barnhart Brothers & Spindler.

ETHICS—The science of right conduct and character, moral obligation; rules that should govern; man's duties to himself and others; ideal humanity. Summed up, ethics is the Golden Rule—Do unto others, etc. That rule is sometimes—less now than formerly—perverted to read, "Do others as they would like to do you." That moral obligation is twofold with every human being—mine to you, and yours to me. I might add, our duty to the public.

During the last few years the printing trade has made enormous advances in ethical conduct. The craft of Franklin had fallen into disrepute; we were residents of Cairo and Damascus; we were not business men. Asked for a price, we would say "Ten dollars; what'll you give?" And when we got an offer we would accept it rather than that our competitor over there should get it; no fixed price; no knowledge—no rational knowledge—of what the thing was worth. We asked only, "What can I get?" The hard buyer got a snap; the easy buyer got soaked. There was no ethics in that. Every principle of right and justice was violated by such a system. It was a hold-up every time. Sometimes we were the highwaymen; sometimes we were the victim.

That is to-day largely changed. Every wise, sensible printer knows what work costs—all it costs—and charges the customer cost plus a profit. The printer who does not do that is always unfair to the buyer of printing and to himself.

What are the rules that should govern the relations of the supply man and the printing trade?

1. The seller should not sell at an unfair rate. Competition is so sharp that this pretty nearly regulates itself. With some twelve hundred dealers supplying some thirty thousand printing-offices, one to about twenty-five printers—with the country combed as it is by traveling salesmen from whose incursion scarcely the hamlets of the land are free—there is little danger of exorbitant prices being asked. Seneca Beach, in a recent talk, said it was a shame and a scandal that one large typefoundry company doing last year nearly \$5,000,000 of business showed in its annual report a surplus for the year of only \$20,000.

2. The seller should have a fixed price—the same to all comers. It is the only fair way. There should be reduced prices for large quantities of one article bought at one time, but all things being equal, prices should be uniform. All dealers should have practically the same prices for the same style of goods. This would save each buyer a world of worry and work; for the buyer would not need to "shop." If assured that he would get the right price, he would save himself the bother, time and expense of running about among dealers, writing, wiring and traveling, to get the bottom rate. This can be done. It is practically done in our business to-day. It has not been easy to bring it

about, but the typefounders have learned wisdom through hard knocks; they have had many periods and long periods where it was a case of "put up," and these were followed often by permanent "shut up" of shops. Twenty years ago our company, becoming convinced that one price was the ethical thing, adopted that rule, and with very slight exception has adhered to it ever since. For one period of six years it followed that rule, while every competitor had no rule but to cut prices; and our concern thrived under it—grew faster than ever—and it could look every man in the eye and say, "You are getting on bed-rock prices." It lost many orders, but it never lost its reputation. It's a grand thing to be able to look a customer square in the eye and say, "I have never victimized you."

3. The seller should not sell on terms that are unbusinesslike. I wish I might have time to read to you the positive, unvarying terms of sale which our salesmen have. I believe every responsible competitor also has similar fixed rules. It is unethical to create competition to established offices where there is not a fair field for competition; it is unethical to sell to an unbusinesslike concern; it is unethical to sell on loose terms; it is wicked to start a competitor of your trade in business and to supply him with practically all the capital. I recently heard of a sale of a paper-cutter in New York—a sale by the manufacturers of that cutter—price, \$980; terms, \$50 cash, \$50 December 1, the balance running thirty months. One manufacturer of cylinder presses is said to have eight men patrolling New York visiting all the small printers—men who have never used a cylinder—and trying to persuade them (with considerable success) that instead of the platen they need a two-revolution press; selling it at \$300 down, delivered and set up, the balance in monthly payments for three to five years and a big renewable note at the end. It's all unethical.

Now about the buyer. I covered this subject briefly once before when I had the pleasure of talking to you. It might be expanded to the size of a political platform.

1. Ethically the buyer has no right to try to break established equitable prices—to stampede the seller with the bogey of competition. How this is done on both sides the counter nobody knows better than the printer. Many buyers desiring to be esteemed sharp buyers do not hesitate to dally with the truth to such an extent that they would seem to have adopted Mark Twain's idea—"Truth is the most valuable thing we have; therefore use it sparingly."

2. The buyer has no right to show a competitor, even if his best friend, the prices a seller has made him. A bid by any honest tradesman should be held sacred. If the bid is or is not accepted, it should be held sacredly private.

3. The buyer should not patronize the fly-by-night concerns which spring up, cut prices, debase terms, and flicker out by sheriff's aid. They are those who start the fly-by-night printer with next to nothing down and fifty monthly payments. They are those who have just one argument—"We sell five per cent cheaper." The printer who falls to their blandishments is cutting his own throat with that five-

per-cent blade. He asks dealers not to sell irresponsibles on reckless terms, and he buys of those who always sell that way.

4. Graft is not only unethical: it is criminal — blackmail on the one side and bribery on the other. Some States have (to their honor be it recorded) passed laws to punish this crime severely. Suppose you find that a dealer has bought your pressman and has paid or promised to pay him money if purchases are made by your firm. Would you tolerate it? Yet you know it is being done. I have even heard proprietors uphold it. If you find the seller of inks or presses or type is doing this nefarious thing, why do you not issue orders that not a pound of ink or ounce of iron or gram of type be bought from his house? You pay the bill and in some form or other the graft is included, whether in inferior goods or increased price.

You are entitled to all the rebates that the seller can afford to give, and by squelching the grafter you do a kindness to your workman, the seller, yourself and your family.

"IT IS OUR DUTY TO SERVE ONE ANOTHER."

BY CHARLES W. SMITH,
of the Sinclair & Valentine Company.

GENTLEMEN of the Ben Franklin Club and Fellow Supply Men — The members of the committee having to-night's program in charge, who have done me the great honor to invite me to speak here, have selected the subject which is to be discussed — "Printing-trade Ethics." I have always supposed that I knew the meaning of that word "ethics." I thought it was a system of rules of behavior, different in each trade and profession, which had sort of formulated themselves, and which one could observe if he wanted to be polite and recognized as an admirer of the best usages in his line. The word as I understood it had more or less of the qualities of "politeness" in it. I did not understand that "ethics" had any particular binding force. In fact I was under the impression that the hard-headed and practical men of the different trades and professions did not pay much attention to the "ethics" of their line.

The company for which I work has provided for my office a small library of good books, and among other things a new dictionary which states concisely the meaning of words. Imagine my surprise when I read these sentences as its definition of "ethics": "The science of duty; a system of principles and rules of duty." According to the definition of this standard work, the words "ethics" and "duty" are synonymous. That puts this subject in a new light to me, for I regard that word "duty" as one of the greatest words of our language. It is a short word, having only four letters, yet there is no other word to compare with it as regards moral obligation and the development of character and the relationship of man to man and the relation of man to God, unless it be that other great four-letter word, which is "love." Every man who possesses any degree of nobility of character whatever is aroused and stirred by any thought or call of duty. At the Auditorium, in this city, is being produced a play which has created a great deal of interest and comment throughout the country — "The Garden of Allah." At the last cost congress, recently held, the printers and supply men attended that play in a body. What is the fascination of that production as based upon Hichen's remarkable book? It is not that any considerable percentage of us are interested in that phase of Roman Catholicism which holds a priest to lifelong celibacy and compelled Androvsky to leave his Sahara paradise and his wife and unborn child and return to a

monastery, but because every serious man who sees that play knows in his heart that there will come a time in his life or perhaps there has come a time in his life when his sense of duty has compelled him to make a choice between the thing which his heart loved or which he yearned to do and the thing which he knew was his "duty."

What are the "duties" of the printing trade? We are a company of printers and supply men. So far as we are concerned I am prompted to view this question from three angles: First, What are the duties of the printer to his fellow printer? Second, What are the duties of the printer to the supply man, and vice versa? Third, What are the obligations of the supply man to his fellow supply man? If sufficient time were given me I should be glad to take up these separate relationships. Since there are other speakers I can state only a few rules of "duty" of a general nature, which I believe may be applied to these three different relationships:

1. *It is our duty to serve one another.* The ordinary conception of competition is to deceive and to outdo each other. I realize that in the plying of our occupations we have certain strong obligations which we owe to our individual businesses or to those who employ us and must make an earnest effort to advance our own interests. But at the same time we can afford to be helpful to others. I am sure you were all greatly impressed when at a recent printers' banquet one prominent printer of this city told of the time when a disastrous fire came to his establishment and when he was amazed and overjoyed to receive a telephone call from a brother printer who owned a larger establishment and who asked the one on whom calamity had fallen to bring all of his work to the larger shop and to make this big establishment his printing home until such time as the wreck of the fire could be cleared away and new equipment installed. This kindly action was offered, not with any thought of stealing away the man's trade who had suffered the fire, nor anything of that sort, but simply as a decent act of kindness and generosity. The one who volunteered the kindness was simply doing what he would have been glad to have had some one do for him if the fire had come to his own place. In other words, he was simply carrying out the teachings of the Golden Rule. In this connection let me say that the teachings of the Golden Rule form the basis of the ethics for all the relationships of mankind. We are to do unto others as we would that they should do unto us. This Golden Rule has been floating through the world in all ages, though usually in the negative form. Men have been trying to bring their lives up to a high plane of living where they will not do unto others what they would not have others do unto them. This is good, but it is only a Golden Rule in negative form. It was the Nazarene — the Man of Galilee — who put this Golden Rule into positive form, saying, "Whatsoever ye would that men should do to you, do ye even so to them." We are not only to refrain from harming each other, but we are to serve each other.

This is not so much of a sacrifice as it appears to be. Great men despise littleness, selfishness and meanness in others. We can best fit ourselves for the largest success by cultivating the spirit of the Golden Rule.

It is well for us to remember that the Golden Rule assumes that all men are free and equal and entitled to equal rights, no less and no more. The Golden Rule is the foundation of the Declaration of Independence. It is the foundation of all law. If universally obeyed it would right all wrongs. It would settle all disputes between capital and labor, all misunderstandings between employer and employee. It would revolutionize society and make all men

brothers. It is the foundation of all morals and ethics as between man and man, and is, therefore, eminently appropriate in any discussion of the ethics of our trade.

2. A second rule of ethics for the printing trade is that *we should learn to keep inviolate all confidences*. The bane of all attempted organization work in our trade is that there are always some ready to betray confidences. I have heard it asserted that the only possible way effectively to organize printers in board-of-trade efforts to control prices on jobs, where each separate printer brings his job and his customer's name to the attention of his fellow printers, is by the posting of a heavy money forfeit. I have heard it said that a gentlemen's agreement can never be effective. And many are the tales which we have all heard of the multiplied instances where one printer has used unfairly information which was given to him in confidence. The same difficulties would probably arise if supply men seriously attempted organization work among themselves. This ought not to be the case. I have never known a case in which a man who betrayed the confidence given by his fellow printers has ever received sufficient compensation in dollars and cents to cover the loss of friends and the respect of his fellow printers. Such a man usually has the same spirit and usually the sad experiences of Judas who received the blessings and benediction of his Lord and then betrayed Him for thirty pieces of silver—a miserably small and insufficient amount for his cowardly betrayal. Let us remember that it is our duty and our privilege to keep the respect of each other by holding sacred our mutual confidences.

3. *It is our duty in the printing trade to frown down upon the reprehensible practices of the trade.* I presume the committee in charge has expected much to be said along this line. This is the subject that is usually avoided and the speaker has no intention of referring specifically to any methods that are reported to be in use among some printers and some supply men with their customers in obtaining trade. I really believe that in the majority of cases the reports of these abuses have been exaggerated. I am very glad to state that I believe I know beyond all peradventure that the methods of doing business in the printing trade, especially as related to the supply end, are much cleaner to-day than they ever have been before. I believe that there is a universal desire to eliminate all objectionable features. Happy is the man who in obtaining sales can retain his conscience with his fellow man and can expect and demand recognition as being honorable in all his dealings.

These three things, then, I believe, cover in a general way our duties to each other: the bearing of each other's burdens, the keeping sacred of each other's confidences, and the frowning down of all objectionable features that enter into the matter of sales.

Let me say in a closing word that no society is better fitted to promulgate or advance the rules of duty for the printing trade than this Ben Franklin society. Why not show to the world that the Ben Franklin Club has the original Ben Franklin spirit? It is not necessary for me to remind you how this boy was born way along in the line of a large number of children in his family, who in the very nature of things seemed doomed to a small life; who, as a matter of fact, as a young boy had a desire to be a sailor, but whose father compelled him to be a printer; who in spite of all things said to the contrary was never a man of remarkable talents or unusual brilliancy, but who by great industry and perseverance and by sheer force of good common sense and by cultivating a love for what was good and what was right, became one of the great world-leaders. His tremendous industry and energy, in spite of the fact that

he was not a brilliant man, made him a great printer, a great scholar, the father of electrical science and one of the best informed men of his generation. His love for truth and right resulted in his becoming the author of maxims and sayings regarding the correct relationships of life which are second only in importance to the Holy Scriptures and indeed in great part are based upon them. While the Ben Franklin Club is teaching to the world the lessons of industry and efficiency and accuracy as regards business effort, let the Ben Franklin Club teach also to the printing world at large the grand lessons of duty, ethics and morals.

The speaker is glad to see in this large company to-night representatives of two of the great trade journals. The gentleman on my left — Mr. Chittick — represents the great INLAND PRINTER, a Chicago publication of which all Chicagoans are proud, and which is easily one of the greatest leaders of thought of all the journals of the printing trade throughout the world. I do not know of any other trade or industry that has a magazine to compare with it. I see also in this company a representative of the *Printing Trade News*, that live and newsy weekly publication of the printing industry. Other great journals may be represented in this company. This shows that the Ben Franklin Club has the ear and interest of these great teachers to the printing trade. They have already repeated to the world at large some of the lessons which you have thought out regarding the practical side of printing and the secrets of financial prosperity. Now let us use the friendly columns of these great trade journals to send ringing round the world the glad tidings that a new day of ethics and deportment is at hand for the printing trade.

AS SEEN BY AN ELECTROTYPYER.

BY C. S. PARTRIDGE,
of Partridge & Anderson Company.

THE ethics of any trade or profession, as I understand it, mean the rules of conduct generally observed in their dealings with the public, their customers or clients and their competition or rivals. These rules of conduct may be in the form of a code universally recognized, as in the medical profession, or they may be in the form of unwritten laws which are the result of custom or habit.

The medical profession has a published code of ethics, a violation of which brings upon the culprit expulsion from the national societies. The physician who advertises is looked upon with suspicion, and it is considered unethical for physicians to charge less than a standard price for their services. It would also be considered unethical for a physician to make any charge for his services to a brother physician, and the law against knocking or criticizing a brother physician is strictly enforced. This code has been in existence for many years, and is universally observed by reputable physicians.

The printing trades, so far as I know, have no recognized rules of conduct. I believe it is not considered unethical for printers to underbid each other even to the extent of taking a job at a loss rather than see it get away. I have been told that printers are sometimes so anxious to secure a job that they will sell to the customers at cost, the paper and electrotypes involved, reserving nothing to themselves for their trouble of handling the material. I also understand that printers do not always make their own prices on their product, but allow the buyer in many instances to make the prices for them.

Now, these things would indicate that printers have no code of ethics governing their procedure in their relations to the buying public or each other, but I have been asked to

speak to you as an electrotypist, and it is presumably in the relationship of the printer to the electrotypist that you expect me to discover an ethical side. And here possibly a code of ethics, by which I mean conduct, is indicated by custom, which might be formulated and adopted as a recognized method of procedure. This code would be based, as I have said, on custom, and I believe would receive the necessary two-thirds vote to make its adoption certain. I have, therefore, prepared a code which I offer for your consideration, entitled:

CODE OF ETHICS GOVERNING THE RELATIONS OF PRINTERS
AND ELECTROTYPERS.

First, when your form is ready for the proofreader, call up your electrotypist and demand an errand boy at once. In order to insure prompt action ask the electrotypist why in "hades" he hasn't sent that boy you asked for two hours ago. If the form isn't ready when the boy arrives, have him wait until the necessary corrections have been made. The electrotypist has a lot of errand boys whose time is of no value, and it is better that the boy should wait in your office an hour for a 25-cent job than that you should wait five minutes for him to get there.

When the job has been made ready, take a proof of it, if you need one for your own use, otherwise tie a string around the type and wrap it up in a newspaper and tell the boy what you want. If you should happen to send the proof with the job you might mark on it the number of electros required, but don't put your name on the proof, otherwise the boy would have nothing to remember — and memory is his long suit. Under no circumstances make out a formal requisition. It would cost you a sheet of paper and a minute's time, and besides it would be putting evidence in the electrotypist's hands which might be used against you in the event of a dispute. Never deliver a job to an electrotypist by your own errand boy, for in that case you could not collect damages from the electrotypist if the job should be pied en route.

Don't be particular about justification. The electrotypist will lock up your job — that's all he has to do; and if it costs more to lock it up than he gets for the electrotype, he will cheerfully charge it up to profit and loss.

If he pulls a type in molding and gets it back wrong side up, don't pay any attention to it until the job has been run off the press; then try to make him pay for seventy-five reams of paper and the presswork. Of course it is up to him to see that the proofreading is O. K. before the job goes on the press, and if he transposes your type he will probably be willing to pay for a new edition. Anyway, he will donate the electro, which will help some.

Never fail to mark your order "Rush, to-day." Never mind if the electro isn't needed until next week; it is just as well to have it on hand, and besides, electrotypists are subject to attacks of nervous prostration, and an order marked "No hurry" might have serious consequences.

When an electrotypist fails to deliver the job at the hour and minute named by you, refuse to pay for it. It is immaterial whether he has made any promises in connection with the delivery. The fact that you had made the demand should be sufficient to hold him responsible.

If the job amounts to more than \$1.75, send for four proprietors to figure on it. It is always advisable to send for the proprietor. Salesmen are often hampered by instructions, whereas the proprietor may cut the price without fear of a call-down. By carelessly intimating that you have a better price from the other fellow you may be able to save 15 cents on the job, which will pay your telephone bill, and

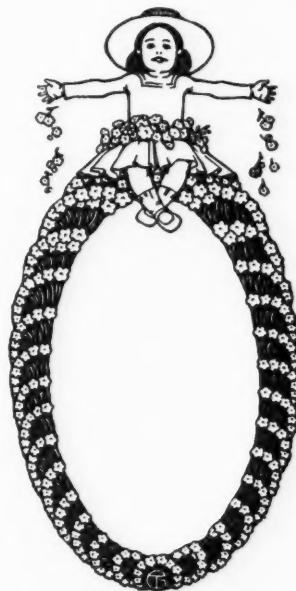
you will have the satisfaction of feeling that you haven't been overcharged.

Don't pay the electrotypist's bill until all your other indebtedness has been liquidated. If you are firm you can probably stave it off sixty days, perhaps longer. Remember the electrotypist doesn't really need the money — he only asks for it from force of habit.

Always kick on the bill. If it has no other effect it will make the electrotypist careful in his charges; and don't fail to take advantage of your cash discount. While you are about it take off three per cent, particularly if the bill is sixty days old. The electrotypist will probably be so hungry by that time that he will not return your check, and every little bit helps.

Now, gentlemen, I realize that I have handled this very serious subject in a flippant, trivial and one-sided manner.

The subject of ethics deserves better treatment, but not being a printer myself, I am not familiar with their ideals and certainly not competent to speak for them. If my conception of the relationship between the printer and electrotypist seems to be somewhat exaggerated and grotesque and exceptional, you will pardon me when I say that it was intended only to call attention to a few abuses for which the electrotypist himself is to blame. I know of one electrotyping concern who will neither send for, deliver, nor lock up a job, and who allows no cash discount after ten days. It is needless to say that he owns the only foundry in his city, and it shows that while competition is fine business for the consumer, it has an opposite effect on the producer.



Ornament by J. G. Schelter & Giesecke, Leipsic.
From Schweizer Graphische Mitteilungen.

TWO SHUT UP.

Restaurant Patron (enthusiastically) — "I am glad to see your baby has shut up, madam."

Mother — "Yes, sir. You are the only thing that's pleased him since he saw the animals eat at the Zoo." — Puck.



While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

INSURING FULL PREPAYMENT OF FOREIGN POSTAGE.

To the Editor: CHICAGO, ILL., Oct. 3, 1912.

A helpful method in this office—the *Journal of the American Medical Association*—may be appreciated by some of your readers.

All stenographers and clerks are requested to use blue envelopes (supply of which is on hand) for all letters to those foreign countries to which special postage is required. On page 115 of your October issue you suggest that stenographers should "make proper notation on envelopes before sending them to the 'stamp girl.'" Our system is better, because the stenographer is not so likely to forget, and because the blue envelope is far more noticeable when it reaches the stamp clerk. This is especially true with the use of an electric sealing and stamping machine in large offices. When mail piles up at the end of the day and is put through one of these machines with such delightful rapidity, the blue envelopes are decided insurance against insufficient postage on foreign letters. Of course, any distinctive color may be chosen.

In view of the 2-cent rate to Germany, England, etc., it is also advantageous to distribute to stenographers copies of an explanatory schedule, such as the following:

LETTER POSTAGE RATES.

Two cents for each ounce or fraction thereof: United States, Guam, Philippine Islands, Territory Hawaii, Alaska, Cuba, Porto Rico, Canal Zone, Panama, England, Scotland, Ireland, Wales, Germany, Newfoundland, Canada, Mexico, Shanghai only in China.

To all other countries—5 cents for one ounce and 3 cents for each additional ounce.

NOTE.—In case of haste, 5 cents on letters to Germany may save one to four days, as the 2-cent rate applies only to German boats.

Very truly yours,

JOURNAL AMERICAN MEDICAL ASSOCIATION,
By E. E. HYDE.

SIMPLIFIED SPELLING AND PRONUNCIATION.

To the Editor: ST. LOUIS, Mo., Sept. 20, 1912.

In the September "Proofroom" department Mr. Teall replies to my recent letter on "Puerile Arguments Against Simplified Spelling." It would seem an almost hopeless case to argue with one who is apparently so "sot agin" betterments in spelling, but as he—in his endeavor to cast the epithet "puerile" back upon me—has given an unwarranted twist to a supposition I made, I find it necessary to take up the subject once more.

Perhaps I did not express it clearly enough for Mr. Teall's understanding, but others will surely not have gotten the impression that I charged the foreigners themselves with the faulty pronunciation of "program." As a possible cause, I surmised the blame upon the imitators of the for-

eigners. He says: "Foreigners would be much more likely to emphasize unduly the syllable in question [gram] than they would be to slur it." I agree with this, and therefore could blame only the foreigners' imitators, who slovenly change the *gram* to *grum*.

Yes, "puerile" does mean boyish, and I gave sufficient credit to the intelligence of your readers to believe it unnecessary to define it when I used the word, as I now do again—applying it to the twisting by my critic of what I said.

Apropos, Mr. Teall is not original in the idea of connecting the bad pronunciation of "program" with its simpler spelling. Nineteen years ago, at a meeting of language savants held in Chicago during the time of the World's Fair of 1893, when the shorter spelling of the word had scarcely begun its vogue, I heard some one ask if the pronunciation "program" was not due to the newer spelling. If the corrupted pronunciation had then already so wide a currency as to be the subject of speculative inquiry in such an assembly, its origin no doubt antedated by some time the shorter and sufficient spelling.

Mr. Teall cites teachers to bolster up an argument. Alas! how unfortunate it is that so many teachers know scarcely anything about orthoepy and teach still less. If they would become informed upon this subject, and then transmit something of what they have learned, we could hope that the rising generation would pronounce and enunciate better than the present one. I am not surprised that the teacher he specifically cited imagined the addition of *me* to "program" would effect a difference in pronunciation. It shows the average mental status of herself and her colleagues. If the word were spelled "prograchm" she would accept it unprotestingly.

Now as to the word "apricot." I shall take for my guidance the preference (which is for the pronunciation of *a* as in "April") expressed by ten dictionaries and by forty-five of the committee of fifty-seven savants to whom disputed points were referred by the editor of the Standard Dictionary, any one of whom, I take it, is the equal if not the superior of Mr. Teall in knowledge of language matters. He will have to give a better reason than the one he submits as a support for his dictum that the *a* should be sounded as in "apple." The reason he gives would also support a dictum that "April" should be pronounced as if spelled "Appril." It has been suggested to me that the objectionable pronunciation of "apricot" is due to its association with that other good fruit, the "apple," especially by the waitresses who place before you "appricot" pie when you ask for "apricot" pie, and who—if they do any thinking at all about it—class you as a pedant for using the dictionary's pronunciation.

It is not to be wondered at that the *hoi polloi* uses so

much bad pronunciation when the majority of public speakers, preachers and actors make no effort whatever to be correct in their speech. For instance, only recently I heard that popular preacher, Dr. F. W. Gunsaulus, of Chicago, all through his sermon say "becahs" (because). Surely he owes it to his hearers, as well as to his fame, to guard his orthoepy more carefully. And the other evening, in attending a performance of "The Garden of Allah," I noted that the chief actor invariably said "Gahd" (God); in fact, nearly all his o's (in got, not, lock, etc.) were ah's. It occurs to me that mayhap the objectionable "program" is due to some influential public speaker who was slovenly in his pronunciation. As an example of the influence of a prominent speaker's speech, it is told of Revivalist Moody that in his earlier talks he used "eether" and "neether" (either and neither), but after returning from a trip to England and Scotland he changed to "eyether" and "nyether." Immediately every convert of his who felt he had a call to carry a Bible around under his arm and preach followed him in his use of "eyether" and "nyether," and for this reason we now hear these pronunciations much more frequently than in the past.

Mr. Teall disclaims intending to be a systematizer or reformer of our system, or want of system, of word-compounding. Since he, like a lot of others, seems to find the word "reformer" so hateful, let us not disturb him in his designating himself or defining his work by any terms he chooses; but he should not try to persuade us that one who endeavors to change any chaotic condition into an orderly one may not be termed a reformer. For my part I even have the temerity to call that which Mr. Teall seeks to accomplish "simplified word-compounding," for if the result is what it really should be it will be that. If it does not make compounding simple, easy (and necessarily uniform), it will have no value whatever; in fact, it will make confusion worse confounded. I naturally wish success for any logical, well-considered and well-based system of word-compounding, be it the work of Mr. Teall or anybody else of equal or higher competency. Yet, no matter how good a work of this nature may be accomplished, it will meet a host of objectors and deriders, just as does the work of those who would bring order out of chaos in English spelling.

Perhaps Mr. Teall doesn't really hate simplified spelling after all. He opines that the simplifiers would accomplish more if some one had "devised any real simplification." That sounds as if there were hope for Mr. Teall. It is significant to note him saying: "The only possibility he [Mr. T.] can see in such cases is to use z for every s sound as in buzz and s for every z sound as in hiss." This is neither more nor less than what the spelling simplifiers want, so Mr. Teall and they are in perfect accord in this instance. Perhaps, if he would only admit it, he is in accordance with the simplifiers on other points as well. He is challenged to tell us more about his ideas regarding "real" simplification.

To conclude, if Mr. Teall in truth "does not wish to persuade any one either way as to personal preference or practice," why is it that he steadily poses as a discreditor of simplified spellings? If he really wishes to be impartial, let him either say nothing at all or say a good word for them as often as he does a bad one. N. J. WERNER.

NOT NEEDED.

"Now they are trying to make the cactus edible."

"I don't think we need a vegetable shad." — *Washington Herald*.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THE recently deceased Mr. Benjamin Howard Mander, of the firm of Mander Brothers, inkmakers, of London, left an estate valued at £299,030 (\$1,454,780). This would indicate that there is still some money to be made in manufacturing printing-inks.

THE London *Times*, which began, January 1, 1785, as the London *Daily Universal Register*, on September 10 reached its forty thousandth number, of which it made a special issue of forty-four pages, of which a large part was devoted to a history of newspapers, and especially of the *Times*.

NEWSPAPER publishing on board of transatlantic liners seems to be progressing. An enlargement of the *Cunard Daily Bulletin* is announced. On recent trips of the steamship *Lusitania* this journal appeared daily with sixteen pages, containing Marconi dispatches covering all the important news events throughout the world.

A PHOTOGRAPHIC glass negative plate having a half-tone screen on the reverse side has been patented by an inventor at Lynmouth. After the exposure of the negative, through this screen, the latter is easily wiped off before one proceeds with the development of the subject, after which the negative is to be used for producing a metal half-tone plate.

SOME excitement was recently caused in Sheffield by the entrance of a bullock into the printing works of the *Independent*. It turned into the timekeeper's office, where a gate in the rear gave way and precipitated the animal down a flight of stairs into the pressroom. Here it upset ink-drums, damaged paper-reels, and was in danger of wrecking much machinery. Luckily it reached the stairs again, climbed them and passed out into the street.

THE London Society of Compositors, whose exchequer suffered considerable depletion last year because of the strike for a shorter work week, strengthened its position during the first half of this year to the extent of \$10,000. This was not brought about without a considerable sacrifice on the part of its members, who have loyally abided by the decision to continue the weekly levy of 1½ shillings (36 cents), which is now reduced to 1 shilling (24 cents).

THE well-known London *Sporting Times* has long used pink paper and thereby gained for itself the nickname "The Pink 'Un." A newly started sporting journal, *Town Topics*, has also adopted pink paper, and now the *Sporting Times* is asking the courts to enjoin its new competitor from using this color of paper, on the grounds of unfair competition and infringement of copyright. Up to the moment of writing this item no judicial opinion has been rendered.

GERMANY.

THE machinery house of A. Gutherlet, at Leipsic, recently completed its one thousandth folding machine.

THE entrance of the new building for the state library at Wiesbaden will be ornamented by a statue of Gutenberg, 2½ meters in height and designed by Sculptor Bierbrauer.

THE German postoffice department has discontinued the practice of admitting advertisements in its stamp-booklets, the medium proving to be not so popular as was expected.

THE officials at a customs station in Saxony lately detected a novel container for small smuggled articles. This had outwardly the appearance of the official railway

time-table book, but was in reality, with the exception of a few time-table pages at the front, a pasteboard box measuring $15\frac{1}{2}$ by $10\frac{1}{2}$ by $3\frac{1}{2}$ centimeters inside.

THE International Printers' Congress held its sixth meeting in Stuttgart, August 12 to 16. Seventeen national organizations sent twenty delegates, who represented over one hundred and thirty thousand members.

THE Augsburg *Abendzeitung*, whose origin dates back to 1627, on September 1 removed its publication office and plant to Munich. It paid all the expenses incurred by its employees in their removal from Augsburg to Munich.

ACCORDING to H. Herz, manager of a prominent concern in the trade, Germany has 61 wall-paper factories, England, 42; Russia, 28; France, 18; Italy, 15; Spain, 11; Belgium, 11; Sweden and Norway, 10; Portugal, 7; Denmark, 6; and Austria-Hungary but 3.

THE first volume of the familiar "Grimm's Fairy Tales" was published (in German) one hundred years ago. They were not original with the Grimm brothers, who spent much time and effort in gathering them from the oral story-tellers and preserved them, to delight millions of youngsters.

ON the occasion of the Emperor's recent visit to Switzerland, the Berlin *Lokal-Anzeiger* arranged for the use of Dr. Korn's apparatus for sending to it pictures made of the Emperor's receptions at Basle and Zurich. The photographs were made at these places and taken by rail to Strasburg, where a temporary sending station had been installed, from which they were transmitted over the telegraph wires to Berlin. Praiseworthy results are said to have been achieved.

FRANCE.

A FORTNIGHTLY publication, under the title *Feuille littéraire*, appears at Paris, which gives in each issue—costing but 10 centimes (2 cents)—the complete text of a novel which usually sells from 1 to 3 francs.

THE noted Beaudouire typefoundry at Paris has suspended business.

AN international congress of the technical press was held at Paris, October 27 to 31, in the halls of the Cercle de la Librairie.

AN official order has been promulgated, at the instance of the ministries of the interior, of agriculture and of commerce prohibiting the use, in the wrapping of bread, fruits and foodstuffs, of paper which has been written or printed upon, or which has been colored or coated with substances likely to have a deleterious effect on edibles.

THE following account of an esthetic funeral notice may call for a voucher as to its truth, but being interesting it is given as we receive it: An aristocrat renowned in Parisian literary and art circles for his superestheticism lost a brother through death. The announcements respecting this event, sent to those interested, were in truth superior examples of cultivated taste and artistic composition. The most striking feature, however, was the fact that, instead of the usual 5-centime (1-cent) stamps, 5-franc (\$1) stamps were placed on the envelopes for mailing. An astonished recipient of one of these asked of the sender (the said aristocrat) the reason for so much ostentation in the payment of postage. The latter replied that the discordance between the tint of the paper, the mourning border and the crass color of the 5-centime stamp was so repugnant to his esthetic taste that he was constrained to choose a stamp of another color; comparisons made by him had shown that only the delicate purplish red of the

5-franc stamp would effect a beautiful and artistic harmony with the envelope.

AFRICA.

THE *Gelsenkirchner Zeitung* gives this interesting information: "The natives of Baganda (Uganda) are among the most intelligent and civilizable of the negro races. For many years Catholic missionaries have taken their teachability into consideration. Hence a printing-office came to be established at Bukalassa, under the direction of a church brother with a number of natives as apprentices. At first there was only a small hand press of the most primitive sort, which might easily have been confounded with a waffle-iron. However, a goodly number of useful productions emanated from this print-shop, such as primers, a small grammar, an elementary geography, arithmetics, etc. In 1906 a larger press was obtained, which had passed its best existence in North Africa. But this was soon found inadequate and a treadle press was next acquired. With this one could satisfy the demand of those who had a more cultivated typographic taste. A prayer-book in the Rungoro language was next printed. The first edition was of 2,000 copies; the second 3,500. A 200-page book of religious reflection and devotion followed, then a Ruganda grammar, a ceremonial-book and a series of catechisms, readers, history of the saints, etc. Then the office ventured to print a more pretentious work, a Latin-Ruganda dictionary of 650 double-column pages, which was issued in August, 1911. In the meantime a pressing want for a periodical—either monthly or weekly—had made itself felt. Hence there appeared in January, 1911, a monthly, *Munno* (Your Friend), with sixteen pages of ordinary reading and eight pages of devotional matter. The success of this showed how necessary it was. Even before its issue six hundred subscribers offered themselves; after its appearance there were twelve hundred, and a few months later two thousand."

CHINA.

AT Bangkok, Siam, there are three English, one Siamese and one Chinese newspaper offices, also four Siamese and numerous small Chinese job-printing offices, and an American mission press, which prints seven to eight million pages annually. The printing machinery used in Siam is mostly of a primitive type, but as labor is quite cheap in this country modern labor-saving machinery is not likely to come into extensive use. The present wages of a job compositor are about \$28.50 a month and a feeder earns \$10 to \$16 a month. Siamese type is for the most part made locally, but some for the American press comes from the United States. The paper, to the value of about \$230,000 yearly, comes chiefly from Great Britain and its dependencies. The import duty on printing machinery and supplies is three per cent ad valorem.

SWEDEN.

FOREIGNERS are not as a rule permitted to run printing-offices in Sweden, as a Russian recently found out, who had announced his intention of starting a printing business in Stockholm. The courts have decided that, according to the present laws, "every Swedish man" has a right to operate a printing-office, while foreigners must obtain a royal concession before being permitted to do so.

HUNGARY.

HUNGARIAN proofreaders are endeavoring to bring about a uniform system of spelling their language, patterned after Dr. Duden's successful efforts in the simplification of German spelling.

ART IN TYPOGRAPHY.

BY F. J. TREZISE,

Chief Instructor in the I. T. U. Course of Instruction in Printing.

Introduction to an address illustrated with stereopticon views and diagrams delivered before the Fourth International Congress for the Promotion of Art Education and Art in Relation to the Industries, at Dresden, Germany, August 12-18, 1912.



PERHAPS no one of the trades to-day offers a better field for a demonstration of the application of art to industry than does printing. Not only does the nature of the industry render it particularly susceptible to the influences of art training, but conditions in the trade are such that this training is in keeping with its best tradition, and is now an absolute necessity, what is known as the "art preservative of all arts" having departed from the traditions and customs which prevailed at its inception.

Born, practically full-fledged, in a period marked by a high state of craftsmanship, printing was from the very beginning a well-advanced art. The change from the written book to the printed book was sudden and complete, and the fact that the early printers copied as closely as possible the work of the written books resulted in a perfection that has since been unequaled. With the best achievements of the calligrapher as models, and an intimate association with artists, the printer brought into type high standards concerning letter forms and their application. The early printers, following the traditions and examples of the past, and making their own types, adhered closely to the underlying principles of design and color and to the correct letter forms. When, however, the founding of types became a business separate from that of the actual printing, the decline from the ideals of the early printers began, and continued, until for many years the founding of types has been a thoroughly commercialized institution.

As for the printer himself, he has drifted away from all consideration of and appreciation for beauty in letter forms. Although the individual letters may be designated as the actual tools with which he builds up his typographical designs, he knows in reality but little regarding them. He can not but have noticed that the roman capitals, for instance, are composed of light and heavy elements, but as to the distribution of these elements and the reasons therefor, he knows practically nothing — and, in fact, the average printer would be unable to draw roughly an alphabet and indicate successfully which of the lines should be heavy and which of them should be light.

In addition to this, conditions in the modern printing plant do not tend to make finished craftsmen of the apprentices. The boy does not have the opportunity thoroughly to learn the trade. It is an age of specialists, and it is not long before the beginner who develops an especial aptitude for a certain class of work finds himself doing that one thing and nothing more, and he finishes his years of apprenticeship highly skilled in one particular branch of the work but with very little understanding of his trade in its various departments. This is the fault of no one in particular — it is simply a condition growing out of modern methods of specialization. The foreman of the plant is too busy to bother with the boy other than to keep him at the work at which he can produce the greatest results. It is far more easy and comfortable to let some one else educate the apprentices and then take them after they have been developed. The ultimate result of this system, however, is a dearth of men who are what may be termed "all-around"

workmen, and soon arises an insistent demand for this class of men which can not be met.

Such has been the case in the United States, and to remedy these conditions various trade schools have been established and conducted with more or less success. However, it was not until the journeymen printers themselves came to a realization of existing conditions and set about remedying them that results in a large way were possible. Given an organization of nearly sixty thousand men convinced of the necessity for a broader education in their craft, and results are assured.

At the 1907 convention of the International Typographical Union of North America one of the speakers suggested that if the organization expected to preserve its prestige in the future it must educate its members to a higher standard of efficiency, and introduced a resolution calling for an appropriation for supplemental education.

His proposition was more or less unique in the light of popular ideas of trade organization.

He contended that the future of the organization lay not in numerical strength, nor in the fulness of its treasury, but in the superiority of its men.

He also contended that the learning of the trade in the average shop was not conducive to this superiority — that it must be gained by some manner of education — supplementary to the regular shop practice.

The resolution was passed and a commission appointed to devise ways and means.

Then came the question of how to impart this instruction — how to reach those interested. Inasmuch as it was necessary to reach a body of men and boys scattered over the entire continent and working in small, as well as in the most pretentious, offices, it was necessary that the commission adopt or devise a system of education that would reach and prove beneficial to the most expert in the metropolitan office, as well as to the most inexperienced working in an out-of-the-way town with a few hundred inhabitants and one printing-office.

The only course open seemed to be that of supplying the information by correspondence — a method that has not always appeared in the most favorable light and one against which there has been much prejudice — some of it just. Inasmuch, however, as this was not an endeavor to teach men a trade, but to give to them, in a course of supplementary education, an insight into the principles upon which the artistic side of their craft rested, it could not be classed with the ordinary correspondence course. There is a vast difference between taking John Smith, a printer, and making of him a civil engineer by correspondence, and taking the same John Smith, printer, and teaching him things that he doesn't know about his own trade. In the latter case the shop practice and the mechanical parts of the trade are furnished in his daily work; what he needs is the theoretical, and this is imparted by correspondence fully as satisfactorily as in class work. In fact, the instruction becomes, if anything, more individual, as the instructor when criticizing the work of the student is not concerned with class averages, nor in fact with anything other than the standing and necessities of the student whose work he is passing upon.

Inasmuch, then, as THE INLAND PRINTER, having been experimenting for several years with various systems of education for the printer, had in preparation at this time a course of instruction to be given by correspondence, it was but natural that an arrangement was effected whereby the International Union and THE INLAND PRINTER should work together, the Inland Printer Technical School furnishing the instruction. The cost to the student of this instruc-

tion, including the necessary drawing outfit, etc., is \$23 cash or \$25 if taken on the instalment plan.

The policy of the Typographical Union toward the I. T. U. Course of Instruction in Printing is a liberal one. The international organization pays for all of the promotional expenses, and, as a special inducement, offers a rebate of one-fifth the tuition fee to each student who completes the work. This is supplemented in some cities by an additional \$5 given by the local union, and some employers, desiring to encourage as far as possible this spirit of study, augment it with still another rebate of \$5. This makes it possible for the students in some cities to secure the course for \$8 by taking advantage of the various rebates.

An interesting feature in connection with this work is the fact that some of the local organizations are compelling each apprentice to take the course before giving him a journeyman's card, and in Chicago, the home of the course, the last agreement between the Chicago Typographical Union and the Employing Printers' Association contained a clause to this effect, thus indicating an appreciation, both by employer and employee, of the advantages of and necessity for a broader training than is to be had by the boy in the shop.

Now as to results: In the first place, the knowledge of the principles of design upon which rests the artistic excellence of his craftsmanship gives the workman confidence. Without this knowledge he is not sure of his ground, no matter how clever he may be, and how correct may be his natural taste. He is very much like the painter without a definite knowledge of pictorial composition. He may be a "natural born artist," but when it comes to getting results the value of a definite training is apparent. And it is in this that the economic side of the question is served. The printer who works according to his natural instinct and an indefinite training naturally can not grasp the problems as quickly and decisively or as thoroughly as the one who works with a full understanding of the principles underlying the problem in hand.

Next comes a consideration of what many would term the tangible results of this instruction. However much we may desire a condition in which art for art's sake is the paramount issue, we must admit that in trade education the financial feature is important. When we touch the question of earning capacity we touch a vital spot, and the query "What is there in it for me?" is always before us.

Our students and graduates have two points of advantage in dealing with their employers regarding wages. As a result of their study they show a manifest improvement in the appearance of their work, and as a result of knowing how to plan their work, without undue experiment and change, they become more efficient. Either one or both of these features will appeal to the good business man, and increased wages are the result. These increases, of course, vary, and in one case a graduate has received an increase of eighty per cent in his income without any increase of responsibility.

The instruction is not confined to America. We now have students in Australia, South Africa, Central America, China, England, France, India, New Zealand, Porto Rico, Canada, Ireland, Scotland, Philippine Islands and Mexico. Some of these foreign students are teachers in schools of printing, and the Government School of Printing in New South Wales has adopted our system, using practically the same text matter.

QUALIFIED.

Uncle Ed.—"Why, Johnnie, you don't swear, do you?"
Johnnie—"No. I don't swear, but I know all the words."—*Judge*.

"B. L. T." PICKUPS.

WHY, MAUDIE!

The first oil painting ever made of Maude Adams not in costume has been placed in the lobby of the Empire theater.—*The Billboard*.

THE HELPFUL COMPOSITOR.

"We gained her confidence and learned that her mother desired her to marry a man uuycm emm her to marry a man she did not love," she said, "We are now trying to straighten out the matter."—*Detroit Free Press*.

THE WOODS ARE FULL OF 'EM.

Wanted—Two amateur ladies. Call quick. Commercial hotel.—*Chicago Daily News*.

WELL, WE'LL BITE. WHAT DID HE BREAK?

Edwardsville—Dr. Peter Weidman, 82 years old, fell downstairs with a water pitcher in his hand and did not break the pitcher.—*Illinois State Journal*.

WHATE'ER THAT IS.

Wanted—Dish washer and panty woman. Niagara hotel.—*Peoria Star*.

NOT KNOCKING AMIGO HUSBAND.

When Mrs. Barnhart saw that her husband was not killed, she collapsed.—*Laporte Argus-Bulletin*.

LOOKING BACK.

"On the other hand," contributed Pat, "the story is told of a young lady from the north who, seeing a fig tree for the first time, exclaimed: 'Why, I always thought fig leaves were larger than that!'"—*B. L. T.*

SO MUCH OF IT IS.

Wanted—To rent furnished apartment or two connecting rooms with board or near board.—*Oak Park Oak Leaves*.

WHAT A LOT OF RAIN WE HAVE BEEN HAVING!

In Friday's paper an erroneous item, stating that Mr. and Mrs. Charles Brown, of Montrose, were the parents of a new baby boy was printed. Mr. and Mrs. Brown were married in May and are under the impression that some one has been "small enough" to wilfully have published an untruth about them.—*Keokuk Constitution-Democrat*.

SOAK 'EM, COLONEL!

The colonel joined the issue squarely with Governor Wilson, taking as his text the Democratic candidate's speech yesterday at Buffalo. He delivered his Xpas etain shrldu emfwyp vbqkj ffi Illinois.—*Illinois State Register*.

AN ODD COMPLAINT.

Miss O'Dwyer has been bothered with a garter for some time past, and she is taking this operation in hopes that she will be cured.—*Erie (Kan.) Record*.

ONLY A COUPLE OF OTHERS IN THE TUB.

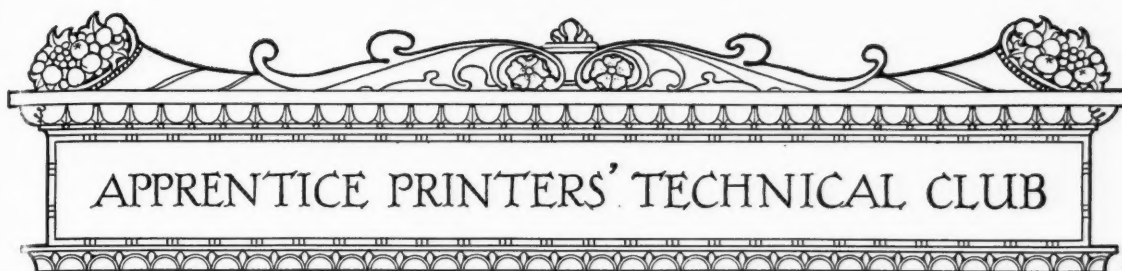
Greenwood av.—To rent—Large, light, handsomely furn. room; priv. fam.; almost priv. bath.—*Chicago Tribune*.

TWO PERFECT LADIES.

The bride is a refined young lady of culture as is also Mr. Smith.—*Pierre (S. D.) Messenger*.

ZERO IN BARGAINS.

For Sale—One mowing machine, nearly new but not worth a dam. R. M. Person.—*Charlotte Observer*.
—*Line-o'-Type or Two, Chicago Tribune*.



NO. XXIV.—BY W. E. STEVENS.
Assistant Instructor, Inland Printer Technical School.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Results of the Title-page Contest for Apprentices.

Our title-page contest for apprentices closed on September 16, with 107 entries, submitted by 75 contestants. Twenty-two States of the Union were represented. Eleven entries were sent in from Canada, one from Honolulu, Hawaii, and one from England.

This is the most successful contest we have conducted, and it is gratifying to see with what interest apprentices enter into the spirit of the work. Each contestant receives a complete set of the specimens submitted, and through a study of the many arrangements he is sure to derive a great deal of good. He will absorb many interesting suggestions for type and panel arrangements.

F. ALBERT MARSHALL

was one of the first apprentices to enter the printing department of the State Trade School, of Bridgeport, Connecticut, which was organized in 1910. After learning the primary steps in typesetting he was taught how to set up motto-cards, business-cards, tickets and other simple jobs; also being taught how to lock up a job, put it on the press, make it ready and run it off.

In connection with his shopwork he studies estimating, grammar, proofreading, colorwork, layout work and designing, and is now able to handle more complex typesetting.

He is at present editor-in-chief of *The Artisan*, the State Trade School's monthly publication. All the work on



F. ALBERT MARSHALL,
First place.



SIGMUND N. GLASSMAN,
Second place.



CLYDE MARQUIS,
Third place.

The judges of this contest found it rather hard to choose the winners, but after careful deliberation and knowing that a title-page of this kind should be handled in rather a formal manner, they decided the following contestants are entitled to the winning places in the order named:

First Place—F. Albert Marshall, a student in the State Trade School, Bridgeport, Connecticut.

Second Place—Sigmund N. Glassman, with P. F. Pettibone & Co., Chicago, Illinois.

Third Place—Clyde Marquis, Bozeman, Montana.

this paper is gotten out in the printing department, and it has given him many good and useful ideas about handling printing.

The State Trade School boasts of a library of up-to-date printing magazines, "among which we find *THE INLAND PRINTER* to be of much help to us, as it is full of live and up-to-date ideas and methods."

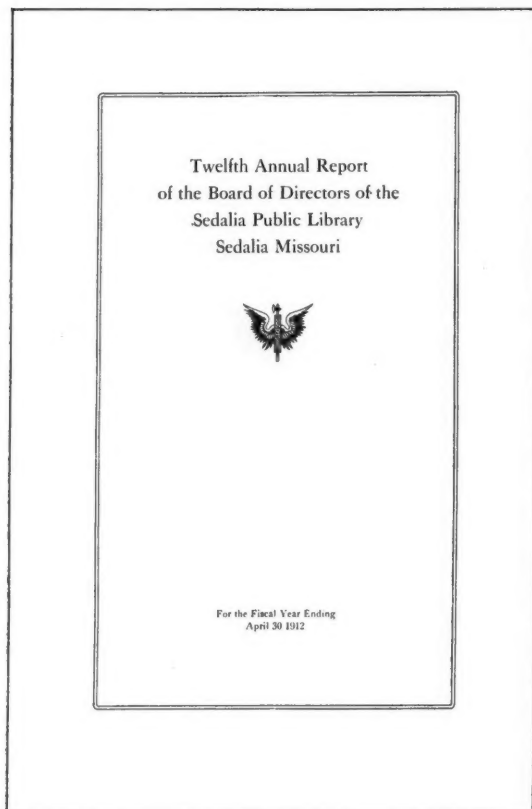
Albert entered the school at the age of fifteen years and his success in this contest is due to the thorough teachings of Instructor Charles S. Newman.

SIGMUND N. GLASSMAN

has been employed for nearly five years with the firm of P. F. Pettibone & Co. He has had a varied experience in the composing-room and will no doubt finish his apprenticeship an excellent workman.

CLYDE MARQUIS

began "serving his time" in 1908 at the age of fifteen years. He has held down several jobs since that time, doing



First Place — F. Albert Marschall.

presswork and bindery work as well as job and ad. composition. He is now employed by Detrick the Printer. Clyde is an enthusiastic and energetic student of the I. T. U. Course, and one of its boosters.

* * *

The winning specimens are reproduced herewith. On the next two pages are a few very interesting arrangements, submitted by other contestants.

Following is a complete list of names of the contestants who entered in this title-page contest:

BASAR, MICHAEL, with the Beacon Press, Omaha, Nebraska.
 BECKWITH, LOUIS M., with the Colonist Printing & Publishing Company, Victoria, B. C., Canada.
 BEVANS, JOHN T., with the State Publishing Company, Helena, Montana (2).
 BURKE, ROBERT E., with the Myers Printing Company, Pittsburgh, Pennsylvania (2).
 CASHION, LEO, with the *Post-Star*, Glens Falls, New York.
 CASTLE, RAY N., with the *Greeley Tribune*, Greeley, Colorado.
 CAVANAGH, EMILE J., with the *North Side News*, Bronx, New York.
 DAHL, CLARENCE J., with the *Myersdale Commercial*, Meyersdale, Pennsylvania.
 DAVIDSON, SAMUEL, with the Oxford-Print, Boston, Massachusetts.

DESCHAMPS, PHILIPPE, with the *Le Courier de Salem* Publishing Company, Salem, Massachusetts.

ECK, MICHAEL, with the Aeme Printing Company, Cleveland, Ohio.

FORREST, FRED, with the Curtiss-Way Company, Meriden, Connecticut.
 GEHRIG, AUGUST, with the Lamoille Publishing Company, Hyde Park, Vermont.

GLASSMAN, SIGMUND N., with P. F. Pettibone & Co., Chicago, Illinois (2).

GOMES, AUGUST P., with the *Star-Bulletin*, Honolulu, Hawaii.

GRUBER, CARL E., with the Joseph Betz Printing Company, East Liverpool, Ohio (2).

HAMMER, CARL G., with the *Daily Missoulian*, Missoula, Montana (2).

HARRIS, LYNN, with the *Leader-Press*, Frederick, Oklahoma (2).

HERBER, A. C., with the Cheltenham Press, St. Louis, Missouri.

HERBST, EDWIN, with the New York Juvenile Asylum, Chauncey, New York.

HIBNES, GEORGE, Los Angeles, California.

HOLMAN, J. GLENN, with the A. B. Doerty Printery, Findlay, Ohio (3).

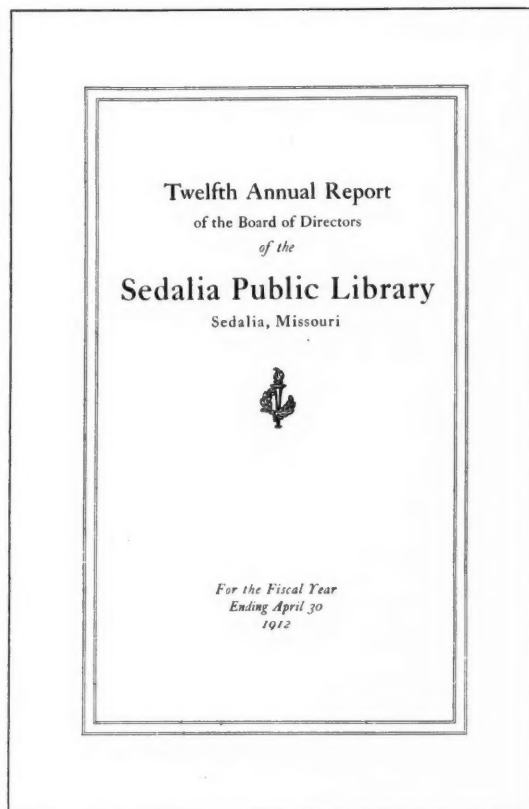
HOUGH, JIMMY, with Beattie's Printery, Nanaimo, B. C., Canada.

JAMISON, GEORGE W., with the Coffeyville *Daily Journal*, Coffeyville, Kansas (2).

JASTER, EMIL, with the Samuel Dodsworth Book Company, Leavenworth, Kansas (2).

JOHNSON, LOUIS L., with the New York Juvenile Asylum, Chauncey, New York.

KEEP, JACK, Coronado, California.



Second Place — Sigmund N. Glassman.

KEIDEL, JOSEPH J., with the Commercial Press Company, Racine, Wisconsin.

KENDALL, OPCES V., with the Cargill Company, Grand Rapids, Michigan.

LA BEAU, ALFRED J., with J. J. Connors, Saranac Lake, New York.

LAMOUR, JULIEN F., with the Wabash Baking Powder Company, Wabash, Indiana.

LANGENHEIM, HERMAN A., with George Brothers, Lincoln, Nebraska (2).

LEVY, THEO., with Davis' Union Printery, New York city (2).

LIDDY, HARRY, with the State Printing-office, Harrisburg, Pennsylvania.
 LINDEMAN, C. H., with the Braithwaite Company, Chicago, Illinois (2).

TWELFTH ANNUAL REPORT

of the BOARD OF DIRECTORS
 of the SEDALIA PUBLIC LIBRARY



FOR THE FISCAL YEAR, ENDING
 JULY 30, 1912

SEDALIA, MISSOURI

Third Place — Clyde Marquis.

MARKER, CLIFFORD B., with the Jefferson Printing Company,
 Springfield, Illinois (2).
 MARQUIS, CLYDE, Bozeman, Montana (2).

MARSCHALL, F. ALBERT, student in the State Trade School, Bridgeport, Connecticut.

MARTIN, HENRY J., with the Sterling Press, Montreal, P. Q., Canada.
 MAYER, SAMUEL, with S. T. Aston & Son, New York city (2).
 MCALEVEY, WILLIAM, with the New York Juvenile Asylum, Chauncey, New York.

McCALLUM, J. M., with the *Armstrong Advertiser*, Armstrong, B. C., Canada.

McCRAW, WILLIAM M., with McCraw the Printer, Dallas, Texas.

McEWEN, ARTHUR L., with Alex Abraham, Stratford, Ont., Canada (2).

METZ, WILLIAM, with Smith & Thomson, New York city.

MITCHELL, R. R., with the *Advocate-Press*, Greensboro, North Carolina (2).

MOORE, RAYMOND, with B. J. Cannon, printer, Milwaukee, Wisconsin (2).

MOORE, HARRY T., with the Morrill Press, Fulton, New York (7).

OGDEN, CARROLL F., with the Corwin Printing Company, Los Angeles, California.

OLSON, EDWARD A., student in the State Trade School, Bridgeport, Connecticut.

PALMER, ARTHUR L., with the Equity Publishing Company, Indianapolis, Indiana (2).

PAVELY, FREDERICK J., JR., with the Andrew Jergens Company, Cincinnati, Ohio.

PIKE, SYDNEY G., with the Paragon Press, Chicago, Illinois (2).

PLUMMER, ROBERT, with the Cheltenham-Aetna Press, Indianapolis, Indiana.

PREO, RICHARD A., with the New York Juvenile Asylum, Chauncey, New York.

REED, ELMER N., with the White Advertising Bureau, Incorporated, Seattle, Washington (2).

REEVES, RALPH F., with the Fort Hill Press, Boston, Massachusetts.

ROBINSON, M. F., with the Times Publishing Company, Batavia, New York.

ROE, CHARLES A., with the *Despatch*, Campbellford, Ont., Canada.

RUBIN, HYMAN, with Powers & Powers, Troy, New York.

SCHMIDT, MAX, with the Benedictine Press, Mount Angel, Oregon.

SCHMITT, LEONARD F., with Osborn, Skelley & Gorman, Davenport, Iowa.

SCHULTZ, PAUL, with the Standard Publishing Company, Anaconda, Montana.

SMITH, HARRY, with the *St. Clair Republican*, St. Clair, Michigan.

STEUERMAN, DAVID, with the J. C. & W. E. Powers Print, New York city (2).

STEWART, ROBERT J., with the *Daily Herald*, Nanaimo, B. C., Canada (2).

THOMPSON, JO E., with the *Republic*, Junction City, Kansas.

TIPPING, HERBERT, with the *Record*, Mill Valley, California.

VAN HORN, A., with John Frederic, printer, Denver, Colorado (2).

VOJIR, JOSEPH A., with the Colonial Press, Omaha, Nebraska (2).

TWELFTH ANNUAL REPORT

OF THE BOARD OF DIRECTORS OF THE
 SEDALIA PUBLIC LIBRARY,
 SEDALIA, MISSOURI



FOR THE FISCAL YEAR ENDING
 APRIL 30, 1912

Philippe Deschamps.

Twelfth Annual Report

of the Board of Directors
 of the Sedalia Public
 Library

Sedalia, Missouri



For the Fiscal Year Ending
 April 30, 1912

Carl G. Hammer.

TWELFTH ANNUAL REPORT
 of the BOARD OF DIRECTORS
 OF THE SEDALIA PUBLIC
 LIBRARY, SEDALIA, MISSOURI



for the fiscal year
 ending April 30
 1912

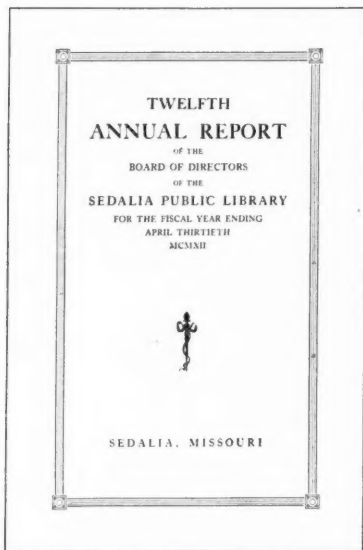
Ralph F. Reeves.

WARDELL, J. NORMAN, with the Phoenix Press, Stockton-on-Tees, England.

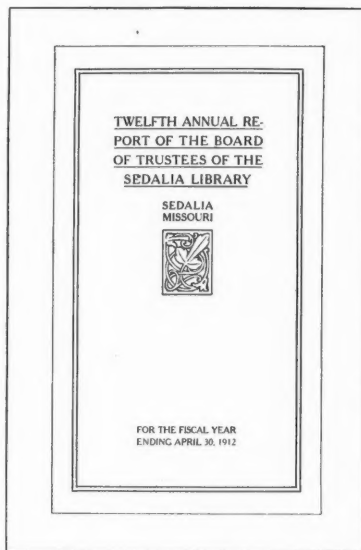
WESTERMEIER, ALBERT, with R. H. Connor & Co., Buffalo, New York.

WILLIAMS, P. G., with the Edmonton Printing & Publishing Company, Edmonton, Alta., Canada.

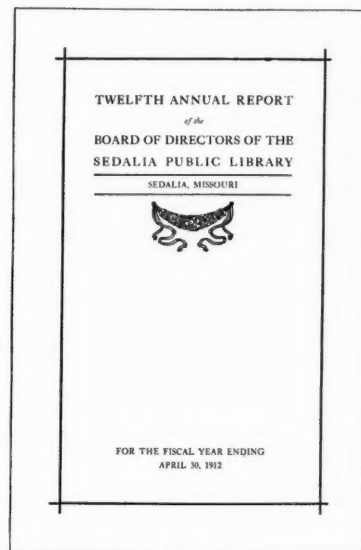
wanted ten-point en quads. Similar interrogations were kept up at intervals during the entire progress of this "rush" job. At the expiration of the half hour the job was scarcely half completed. When the customer called, it was not ready, and, not being in a position to wait longer, left



Harry T. Moore.



Raymond Moore.



Herman A. Langenheim.

WINKLER, HERMAN, student in the State Trade School, Bridgeport, Connecticut.

YOUNG, ARTHUR, with Lyon & James, Limited, Toronto, Ont., Canada.

Written for THE INLAND PRINTER.

IS NOT "CLOSE DISTRIBUTION" ESSENTIAL TO THE UP-TO-DATE PRINTING-OFFICE?

BY EM DASH.



ACCORDING to the opinion of the writer it is necessary to keep the type closely distributed in order to keep a printing-office in its efficiency. With our experience of six years in one job-office, this fact is more apparent now than ever before. In that time we have worked under a half-dozen different foremen, and can truthfully state

that but one out of that number ever seemed to realize that it was necessary to distribute type—at least, they never demanded it. We can prove that our judgment is supreme, when referring to the heading of these lines. If type is permitted to lay about the "banks" and on galleys, when the time comes to get out a "rush" job failure will result. We can call to mind a certain office where the men seemed to be setting type with tweezers. Instead of picking up a line and throwing it in the case they jabbed their tweezers into it and secured the letter they were in search of. We also remember in this same office, during a period when the banks and standing galleys were loaded down with "dead" type, a "rush" job came in—promised by the proprietor of the plant in half an hour. There were three compositors, all of whom took part in getting out the "rush." In a few moments one of the swifts was heard to say: "Where can I find four capital T's of eight-point Litho?" Another: "I want five lower-case l's, Jansen italic"; and the third

the office and job likewise—disgusted with our service (?).

This, of course, humiliated the owner of the office, and upon immediate investigation, he found the actual cause for the disappointment of the aforesaid customer was not incompetent printers, but simply because the type was not in the cases. After this the proprietor gathered up all the tweezers, and demanded that all "dead" type be at once distributed, and that no more setting of type with tweezers would be permitted.

Not only had it crippled the office in the production of "rush" work, but eventually the faces of the type would be so mutilated from the excessive use of tweezers that in a short time it could not be used in first-class work.

From that day on the type was closely distributed, and when a "rush" job came in it was always gotten out on the promised time. To-day that same office has plenty of empty space on its standing bank, and a sufficiency of empty galleys in case of emergency.

This same office is now complete in many other lines, the presses are kept clean, the floor swept every day, the sanitary conditions looked after, and, what is more, the type is kept in the cases—barring, of course, a few live jobs that are found in all job-offices from time to time. In all probability had not the customer referred to been disappointed, this same routine would have been kept up to-day, and in such cases it is oftentimes a difficult matter for a man in charge clearly to prove to a proprietor the cause for not producing proper results at the end of each day. The "tweezer compositor" is not in his element in that office any longer.

We are confident that every up-to-date jobber will substantiate us in this opinion.

Keep your "dead" type in the cases, and you will always be in shape to produce good results. Otherwise, you never will.

To All Roycrofters:



If you have a saving bee, it is to your interest to use the benefits of a bank-account with Elbert Hubbard — Banker. ¶ Interest at the rate of 4% per annum, figured and added to the account every three months, is a better rate than any bank pays, that I know of. ¶ Your account is always subject to check and can be drawn out by you at any time. It is a good policy to pay your bills by check, thus getting a double receipt. It gives you a standing among business houses and shows you are modern in your methods. ¶ April 1st is the beginning of a new quarter, and money on deposit then will draw interest if left in the bank till July 1st — just three months. But if you wish to deposit some money and will do it on or before the 5th we will figure interest on it as from the 1st. ¶ If you have no account now, why not start one at once? The savings habit will give you a feeling of independence. ¶ Ask me any questions you care to, at any time, as I will be glad to explain points that are not quite clear to you ~ ~ ~ ~ ~

Very sincerely,

Elbert Hubbard

Stained Glass Windows

The
Miller & Benson Co.
New York

By John T. Ruggaber, Philadelphia, Pennsylvania, an I. T. U. student.

Stained Glass Windows



The
Miller & Benson Co.
New York

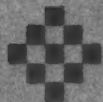
By W. E. Harlston, of Sydney, New South Wales, an I. T. U. student.

Greetings:

from

SAMUEL C. DUFF

WHOLESALE DEALER
IN BUTTER, CHEESE,
EGGS, BEANS AND OTHER
BELLY COMBUSTIBLES



1119 EAST FAYETTE STREET
SYRACUSE, N. Y.



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LUST, SCREENED BE-
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SHAKESPEAREAN BOOKSTORE

JAMES M. KENYON, Prop.

323 Northwestern Avenue

Carlston, Va.

Some letter-head suggestions.

Turkey Dinner



Thanksgiving Day

Menu

Blue Points

Tomato Soup a la Coloniale

Roast Turkey

Cranberry Sauce

Potato Salad

Assorted Fancy Cakes

Mince Pie

California Wine

Coffee

A reasonable menu suggestion.

THE TWELFTH
ANNUAL

CONCERT

of the ROANOKE
MUSICAL CLUB

SUNDAY, JANUARY TWENTY NINE, AT EIGHT P. M.
AT THE AUDITORIUM SMALL HALL OF CONCERTS

THE ORCHESTRA WILL BE UNDER THE DIRECTION OF MR. HAMILTON STEVENSON

PROGRAMME

- | | | | |
|----------------------------|------------------|--------------------------------|-----------------|
| 1 OVERTURE | <i>Coleman</i> | 8 PAVANE | <i>Faroni</i> |
| 2 RIGOLETTO | <i>Verdi</i> | 9 COME ON | <i>Bellmer</i> |
| 3 AIR from "Les Huguenots" | <i>Meyerbeer</i> | 10 AIR from "Nabucco" | <i>Verdi</i> |
| 4 BOHEME | <i>Puccini</i> | 11 CLAIR DE LUNE | <i>Massenet</i> |
| 5 FARONDOLE | <i>Dubois</i> | 12 AIR from "La Reine de Saba" | <i>Gounod</i> |
| 6 TARANTELLA | <i>Liszt</i> | 13 NOCTURNE | <i>Chopin</i> |
| 7 SAMSON AND DELILAH | <i>Saens</i> | 14 MARCHE SOLENELLE | <i>Faroni</i> |

ADMISSION 50 CENTS A PERSON WARDROBE FREE
TICKETS CAN BE OBTAINED AT THE SOCIETY OFFICE AND LEADING DRUG STORES



RANK DIX

MINSTREL SHOW

MINSTREL SHOW OF THE HIGHEST
GRADE, SHOWING POPULAR CHAR-
ACTERS OF THE SOUTHERN NEGRO.

IMPERSONATION OF THE REFINED
COMEDY, OF ECCENTRIC SUBJECTS
& TRUE TO LIFE QUICK-CHANGES.

EVERY PART PLAYED IN THIS SHOW HAS BEEN STUDIED THOROUGHLY, WHICH ASSURES GOOD RESULTS
AND PROVE EXTREMELY PLEASING, ENTERTAINING AND SATISFYING EVEN TO A CRITICAL AUDIENCE.

En route

191

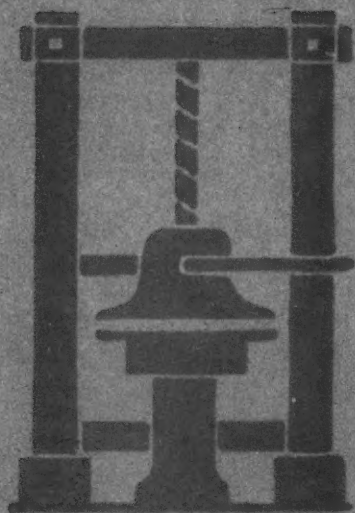
CLOSING EXERCISES

of GWENDOLIN HIGH SCHOOL

TO BE HELD AT ROSCOMMON'S DANCING ACADEMY
FRIDAY EVENING, JANUARY ONE, NINETEEN TWELVE

EIGHT O'CLOCK

ADMISSION FREE



ANNOUNCEMENT

WE announce the establishment of an up-to-date printing-office, at 82 Johnson Street, where advertisers and buyers of high-grade printed matter, in which quality and character is desired, can get satisfaction. If you desire first-class printing, we are at your service. Come and see us.

ANSON & STOVAL PRINTING CO.
82 JOHNSON STREET

JOB COMPOSITION

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Axel Edw. Sahlin.

"Blessed is the man who has found his work," declared William Morris, and the observation calls for a fervent and heartfelt "Amen!"

In East Aurora, New York, dwell the Roycrofters, who make "books and things," and work at something they love, whether it be copper, leather, bookbinding, typesetting or farming. In the Roycroft Print-shop is a young man who came from his native Sweden little more than a year ago. Already he has attracted considerable attention by the sterling quality of his work as a Roycrofter.

Axel Edw. Sahlin was born twenty-five years ago in Lund, a rare old Swedish city of some twenty-six thousand inhabitants. There is a university in Lund, with an enrolment of over six hundred students.

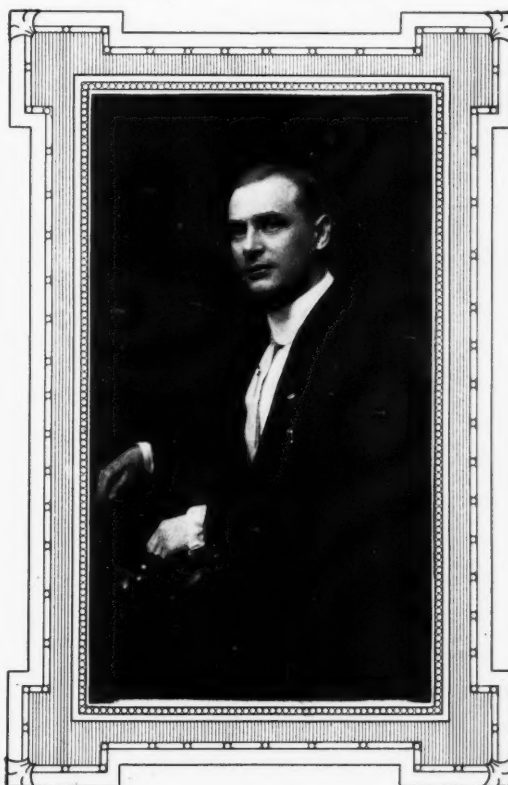
The elder Sahlin is a printer by profession, and the youngster's earliest years were tintured with print-essence of printers' ink. The boy attended school until he was fourteen, then went to work at his father's side in Otto Grahn's famous Accidenstrykeri, or print-shop. The father has been connected with this establishment for more than a score of years, in the capacity of fine job-printer on high-class work. Sahlin "deviled" it in Grahn's for a spell, and at sixteen got his chance to break into the printing business. He started out as an apprentice in Grahn's Accidenstrykeri, where, by the way, there are no such things as accidents or trickery. The instruction he received from his father at this time has stood him in good stead ever since. Sahlin, Senior, is a great stickler for accuracy. He believes in giving exacting attention to details. Genius has been defined as "the capacity for taking infinite pains." Herr Sahlin, judged by this dictum, is a genius of luminous luster. While in Grahn's Print-shop the boy engaged in private enterprises

worthy of a Tom Sawyer. He clerked in a cigar store, distributed "pie" in a hotel dining-room, and worked for a while as a lithographer. All this time young Sahlin had certain small boys in his employ, who went to the beach

on Sundays and at such-like odd times, and sold post-cards and cigars on a commission basis. In this way he served an apprenticeship of two years and a half at Otto Grahn's. His next work was in Falun, County of Dalarna, in the north of Sweden. Falun is a beautiful spot, visited annually by thousands of tourists. Here, also, is the largest copper mine in Sweden—the oldest, as well. Sahlin spent six months in Falu Nya Boktryckeriet, A. B. (the New Falun Print-shop), gaining valuable experience and nabbing helpful hints about printing in general. Then he drifted back to Lund, to work in Haakan Ohlsson's book-printing establishment, with a little theatrical turn on the side, twice a week or so in the evening. At Ohlsson's he spent the last year of his apprenticeship as job compositor. His work here was varied in the extreme. It included a little of everything—title-pages, and proof pages for books in mathematics and languages, including, besides Swedish, French, German,

English, Latin and Greek. This wide variety of typographical work could not but be beneficial. At the same time (this was in 1907) the young printer took up the study of English, with malice aforethought, as it were, for he hoped ultimately to come to America and ply his trade here.

We next find Sahlin in the city of Malmö, working as first journeyman compositor in Forssels Brothers' Print-shop, one of the oldest and best printing establishments in Malmö. He remained here over three years, though his excellent work in Lund and Falun had already made him known as a faithful and skilled workman, and his services were eagerly sought by a number of reputable houses. In



AXEL EDW. SAHLIN.

THE INLAND PRINTER

the Forssells shop he gained the best experience of his career, and, incidentally, trained up two verdant young apprentices in the way they should go. One of them is now print-shops there, among them the Norstedt & Söners Print-shop and Centraltryckeriet, or Central Print-shop. He went through Lagerströms Brothers' establishment, home



Sahlin Works by Day in the Roycroft Shop and at Night on the I. T. U. Course.



The Roycroft Shop at East Aurora.

holding a fine job in Gothenburg, the second largest city in Sweden.

In the summer of 1909 Sahlin visited Stockholm on a tour of inspection. He made the round of the principal

of the "Nordisk Boktryckare-Konst," or "Swedish Printing Art," and took in also some of the largest print-shops in Copenhagen.

Meanwhile, the name and fame of Fra Elbertus and the

Roycroft Shop in far-off East Aurora had made him restive. Like Alex., who sighed for more worlds to conquer, Axel decided that a change of climate would be a good thing all around, and, in spite of the remonstrances of his employers, who hated to see him leave, he packed his pajamas, caught

"Yes, sir."

"Then distribute this type."

Sahlin took the handful of type and distributed it with neatness and finesse.

"Report for work to-morrow morning," said Mr. Smith.

E. A. WAMBEM, President C. G. GAARDER, Vice-President H. N. JOHNSON, Cashier JOHN BENA, Assistant Cashier



THE First State Bank of Lankin

LANKIN, WALSH COUNTY, NORTH DAKOTA, U. S. A.

A Home Bank, operated by Home People, Especially for Home Interests. Our Directors Direct. They have lived here many years, and know the times, the place and the people. All Trusts Faithfully Executed. County and State Depository. Capital, \$10,000.00. Surplus, \$5,000.00. Deposits, \$150,000.00. Loans effected on Farm Lands. Collections promptly attended to. Insurance Placed. We are extensive landowners, and are ever ready to co-operate with the agriculturist in the introduction of more efficient farming methods, better seed and higher standards. Deeds of Conveyance Executed Free of Charge.

[Date]

An unusual letter-head treatment.

the Cunarder Carmania at Liverpool, and made a little journey to the land of the free lunch and the dollar sign.

On board the good ship Carmania Sahlin had a chance to learn something about American type-cases, and he made excellent use of the opportunity. Arrived in New York, he went first to Boston, to call on Mr. Asplin, of the Eastern Printing Company, who advised him to go to the board of trade. There he met Mr. Nilsen, who told him to try his

And Sahlin showed up bright and early — the first man on the job. He spent three months with Lincoln & Smith before coming on to East Aurora, Home of the Roycrofters. Sahlin has been at Roycroft a year now, and his work during the whole of this time has been above reproach. He has more than made good.

Elbert Hubbard, father of the Roycroft Shop, says the distinction between a craftsman and an artist is this:

HAVE YOU The Savings Bank Habit ?

It is important for every one to have this habit. Remember it is what you save and not what you earn that makes you rich. The interest on your savings account is Compounded Semi-Annually. Remember that on the great Clock of Time there is one word — NOW.

Every Boy and Girl

is invited to start a Savings Account with this Bank. Our new Banking Room enables us to offer special service and careful attention to accounts of children.

Start a Savings Account Today, no matter how small.

Sahlin sets advertisements which attract attention.

luck at Lincoln & Smith's Press, 530 Atlantic avenue. Being accorded an interview with Mr. Smith, that gentleman inquired if the newly arrived compositor knew anything about American type-cases.

Safety and Strength of Bank of Galesburg

Capital and Surplus \$450,000.00
Assets over - - \$1,500,000.00

Our new Vaults are as secure as can be built. Our new Banking Room is modern and convenient in every detail. This Bank is under State supervision and is regularly examined by the State bank examiners and is also examined by competent auditors appointed by the Board of Directors. In fact, the interests of depositors are protected in every possible way, making this bank a desirable and absolutely safe place to invest your money.

C. C. CRAIG, President
N. O. G. JOHNSON, Vice-President
P. N. GRANVILLE, Cashier
C. E. JOHNSON, Asst. Cashier

One of Sahlin's excellent advertisements.

"The craftsman is content to work in a groove, to copy another man's idea — while the artist creates and evolves something new and original, something that is unique, an expression of his own soul. In other words, the artist pos-



BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat; if rolled they will not be criticized.

BLOTTERS well printed and carrying good quotations are being issued by the Williams & Wilkins Company, Baltimore, Maryland.

JOSEPH C. DUPONT, Westfield, Massachusetts.—The little book of verse is gotten up in a unique manner and is very attractive.

P. H. LORENTZ, Buchannon, West Virginia.—The arrangement of the menu is excellent, but the presswork is not all that it should be.

A FOUR-PAGE leaflet from the Wetter Numbering Machine Company, Brooklyn, New York, is nicely gotten up in two colors on tinted stock.

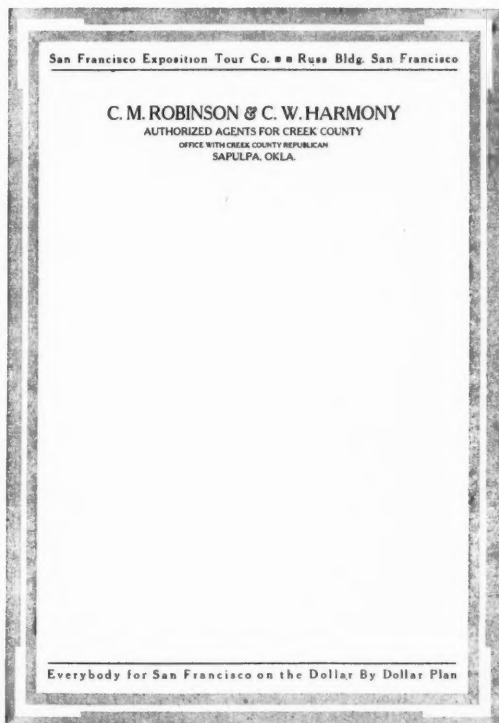
A CALENDAR from the Tokyo Tsukiji Type Foundry, Tokyo, Japan, is attractively printed in gold, silver and colors from an interesting design.

A PACKAGE of motto cards from Liggett & Gagnir, Detroit, Michigan, shows careful typographical design and a good selection of color combinations.

FROM C. W. Harmony, Sapulpa, Oklahoma, we have received another package of specimens handled in the same good manner that has char-

good advantage, and add much to the appearance of the book. The rules around the panels on the title-page are a trifle heavy.

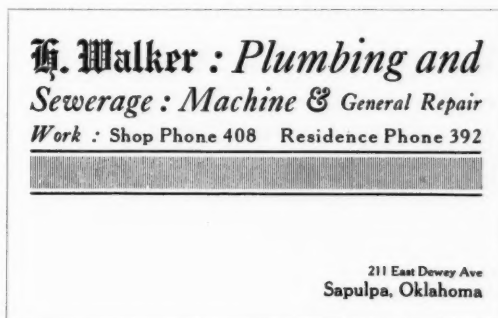
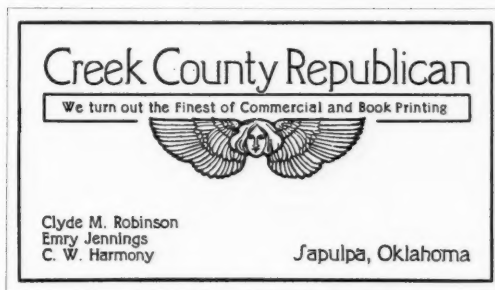
A PACKAGE of printed matter from Morris Reiss, New York city, contains some most excellent specimens, both in arrangement and color. Carefully chosen type-faces, well displayed, characterize the work throughout.



Unique letter-head by C. W. Harmony, Sapulpa, Oklahoma.

acterized his previous work. The examples reproduced herewith will illustrate the simplicity and neatness of the designs.

THE OTIS HIDDEN COMPANY, Louisville, Kentucky.—The catalogue is very satisfactorily arranged. The color-plates show up the material to



Designs by C. W. Harmony, Sapulpa, Oklahoma.

CLAUDE WOOD, Sterling, Illinois.—The advertisement is nicely arranged and the type-faces which you have used are harmonious. We have no criticism to offer.

SPECIMENS from Joseph P. Sobezak, Alpena, Michigan, show an excellent use of tint-blocks in commercial work, the color combinations being unusually pleasing.

COLLIN C. KIRBY, Raleigh, North Carolina.—All of the specimens are excellent in design, although the worn condition of the borders rather detracts from some of them.

SPECIMENS from T. A. Hussion, Jr., Galveston, Texas, show the same careful handling and adherence to a small number of display types that have characterized his previous work.

HOGAN LINOTYPE COMPANY, Omaha, Nebraska.—A small dash or spot between the various items on the text pages of your booklet would make it more readable. Otherwise it is nicely gotten up.

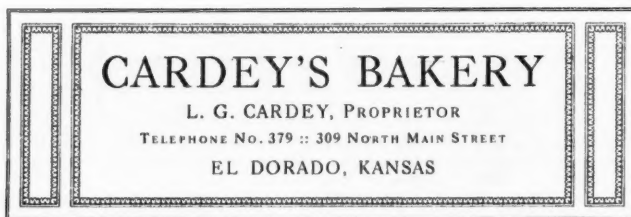
THE MILLER STATIONERY COMPANY, Fort Worth, Texas.—The specimens are all exceptionally neat and tasty, and we would compliment you upon their excellence. Our only suggestion would be that in using the

text letter, as in the line "The Miller Stationery Company" on the letter-head, you take the shapes of the letters into consideration when spacing between words.

BENNETT PRINTING COMPANY, Paris, Texas.—The Labor Day program is well gotten up, the cover being exceptionally pleasing. We would

American History" would be more pleasing if a letter of normal width had been used instead of the condensed form.

THE examination of a package of commercial printing from H. Emmet Green, El Dorado, Kansas, invariably demonstrates the oft-repeated assertion that large equipment is not necessary to the produc-



A pleasing letter-head by H. Emmet Green, El Dorado, Kansas.

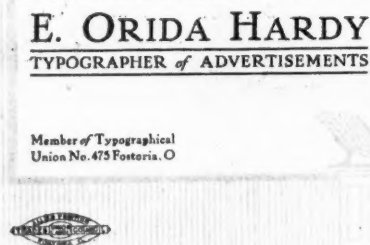
suggest that in using rules for underscoring you take care not to have them so heavy that they attract attention from the type underneath which they are placed.

W. B. NEAL, Albany, Georgia.—While both of the specimens are good, the letter-head is unusually pleasing in conception and in the manner in which you have handled the color combination.

THE Leeds & Biddle Company, Philadelphia, Pennsylvania.—The booklet is very attractive, although some of the pages show too many different type-faces. This applies particularly to the last page.

A BLOTTER design by J. Sorenson, Hutchinson, Kansas, is nicely arranged in colors, although the introduction of too many type-faces detracts from its general appearance and makes it rather less readable than it would have been in but one or two series.

tion of good printing. Mr. Green's printing is good—it is of the very best that reaches this department, and yet, whatever equipment he may have from which to draw, he rarely ever uses any type-face other than



An unusual card arrangement. Original in colors.

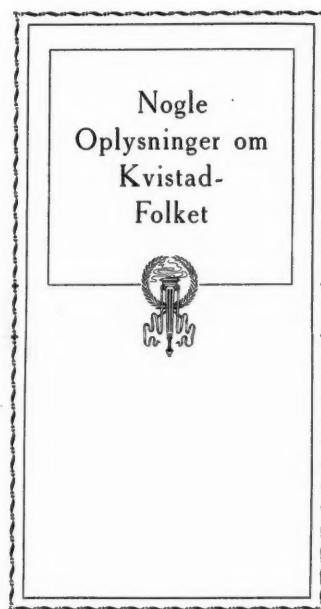
E. O. HARDY, Fostoria, Ohio.—Your card is excellent in arrangement and very appropriate in treatment. We show herewith a reproduction of it.

NEAT and tasty type-designs characterize the work of I. W. Lee, of Fargo, North Dakota. The cover-page arrangement reproduced herewith will convey an idea of the simplicity of design which is found in all of his specimens.

JOHN McCORMICK, Schenectady, New York.—The folder is very nicely gotten up, and we have no criticism to offer. To some, the paragraph-marks might appear obtrusive, and this could have been avoided by running them in the light color.

ALBERT J. SCHLINGER, White Plains, New York.—Your specimens show a tendency toward the use of too much decorative material, the church-concert program being especially noticeable as regards its over-ornamentation. The purple used on the leaflet is too strong to look well as a tint behind the initial letter. The letter-head for the "Magazine of

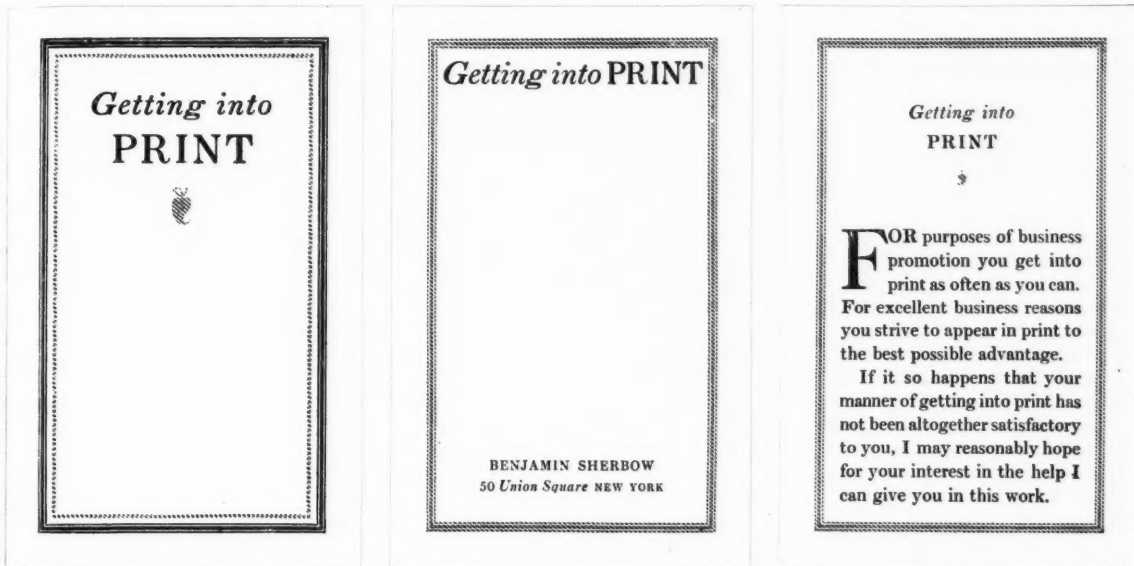
the Caslon. His careful use of this type-face, however, coupled with a thoughtful selection of colors, results in printing that can not fail to impress one. We show herewith a reproduction of a letter-head, the original of which was in green-gray and orange, on white stock.



Cover arrangement by T. W. Lee, Fargo, North Dakota.

BRADFORD A. RICHARD, San Francisco, California.—Your letter-head would be more attractive if the decoration were printed in a weaker color than that used for the type. When the heading is printed in but one color the decoration is too strong. Confine each piece of work to one or

attractive in itself, but it is interesting in that it represents a new feature. It announces the establishment, by Mr. Sherbow, of an office offering to advertising managers and others a highly specialized typographical and printing service entirely dissociated from the routine work of



Cover and two inner pages from an attractive booklet by Benjamin Sherbow, New York city. Original in colors.

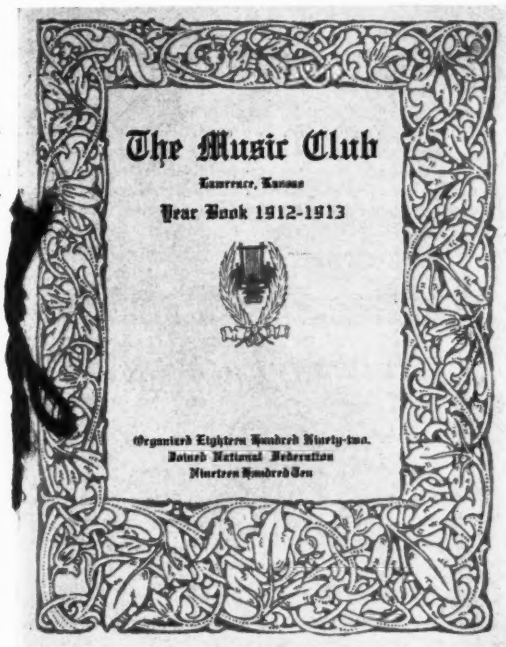
two type-faces. On the Pacific Extract Company statement five different series are represented. Text letters should not be widely spaced.

A BOOKLET from J. L. Frazier, Lawrence, Kansas, is excellently gotten up, the colors being harmonious and the typography good. The use of a

the agency or printing office. Mr. Sherbow is thoroughly familiar with the field and its needs, having for years directed high-class typographical work. We show herewith reproductions of some of the pages of the booklet.

A HANDSOME reproduction of Sir Joshua Reynolds' "Age of Innocence" adorns the upper part of a large calendar recently received from Rolph & Clark, Limited, lithographers, Toronto, Canada. The work throughout is excellent.

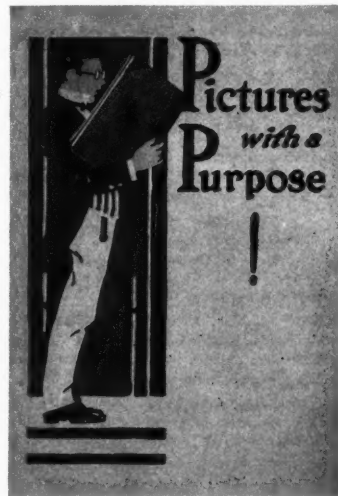
"PICTURES WITH A PURPOSE" is the title of an attractive portfolio recently issued by the Barnes-Crosby Company. It contains a number



Booklet cover by J. L. Frazier, Lawrence, Kansas.

stock decorative border adds much to the cover, a reproduction of which we show herewith.

FROM Benjamin Sherbow, New York city, we have received a copy of an attractive booklet entitled "Getting Into Print." Not only is the book



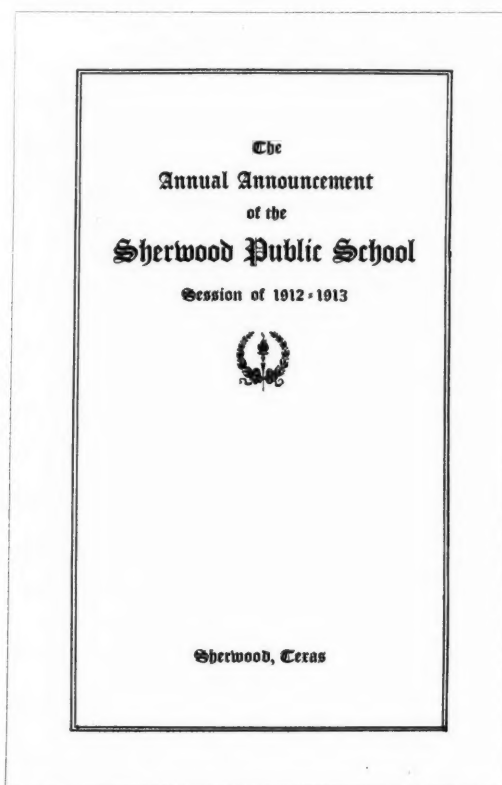
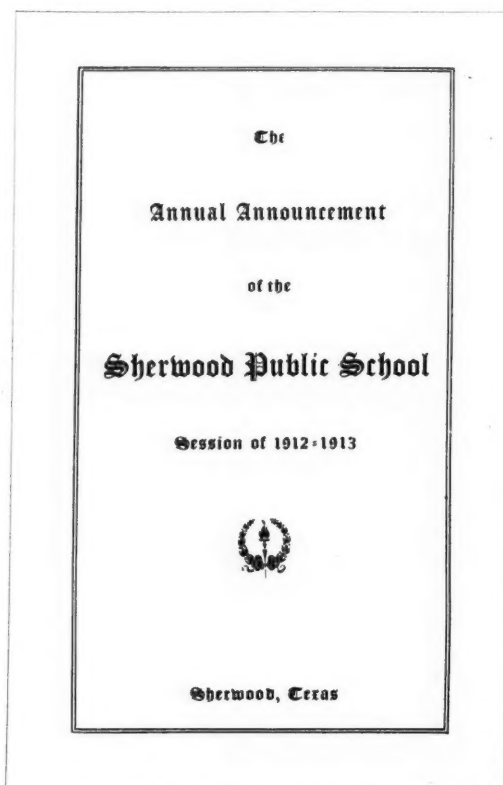
Cover of a portfolio by the Barnes-Crosby Company.

of excellent examples of design and platemaking in one or more colors, and attests the superiority of the Barnes-Crosby product. We show herewith a reproduction of the cover and one of the inner pages.

KARL C. BOWLES, Calistoga, California.—Both of the headings are good, but we would prefer a combination of the two. The one on which

the matter is squared up is pleasing in arrangement, but the type used for the firm name is a trifle large. The same arrangement, using the type size of the other heading, would be preferable.

together with a resetting. In the original the lines are placed so far apart that each one becomes a separate spot or force of attraction to the eye, and the large number of forces of attraction makes for a complica-



In the design at the left the lines are placed so far apart that each one becomes a separate spot or force of attraction to the eye, and the larger number of forces of attraction makes for a complication of design which is undesirable. In the resetting, at the right, the closer grouping of the lines admits of their being more easily read.

We show herewith a reproduction of an interesting page by I. M. Harris, Brooklyn, New York. The breaking up of the space is unusual, and the decoration is in keeping with the subject.

J. A. MACINTYRE, West New Brighton, New York.—The text of the catalogue would have been more readable if printed in black, and for this reason we should have preferred it that way, with the headings in a brighter color.

COMMERCIAL specimens from N. P. Eby, Fresno, California, are noticeable for their simplicity of design and careful selection of colors. One series of type for each job seems to be Mr. Eby's rule, and the results justify it.

JOHN A. ROSE, Boone, Iowa.—Your work is very satisfactory, and, except for the fact that some of the specimens seem rather crowded, we have no criticism to offer. We would suggest that you omit punctuation-points from the ends of display lines.

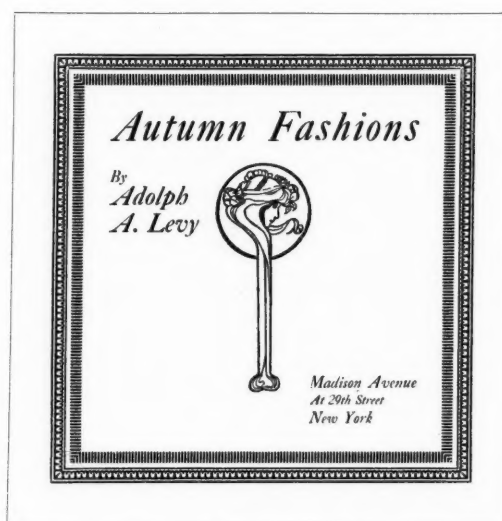
ARTHUR H. FARROW, Newark, New Jersey.—The commercial specimens are all of a high order and indicate that you are maintaining the same high standard in your output. The cover of the booklet "At the Sign of the Hobby" is especially handsome.

H. E. ENDSLEY, Petaluma, California.—Both of the specimens are nicely arranged, and afford little opportunity for criticism, although the large blotter contains too much decoration around the heading, and the poor condition of the border is rather obvious.

AMONG the good things in a package of specimens recently received from W. Arthur Cole, Philadelphia, Pennsylvania, is a package label, a reproduction of which we show herewith. The original is in black and orange, and is a very attractive piece of work.

V. HATTER, San Angelo, Texas.—While the specimens are, in general, very good, we notice one or two points in regard to the design which call for suggestion. A feeling for simplicity of design and proportion in design would suggest a different arrangement of the text-matter on some of the pages. The cover of the announcement for the Sherwood Public School is a case in point, and we have reproduced it herewith,

tion of design, which is undesirable. In the resetting, the closer grouping of the lines admits of their being grasped by the eye as one force of attraction, and the page, from the standpoint of design, becomes more easily read. This grouping of the lines also gives proportion to the page, in that it does away with the monotony of equal spacing.



An interesting design by J. M. Harris, Brooklyn, New York.

G. D. PEMBLETON, Newark, New Jersey.—The series of folders is cleverly arranged and well printed. Our only suggestion would be that the headings or titles on the first page be made a trifle more prominent, as they are rather overshadowed by the letters at the bottoms of the pages.

CHARLES M. CARLIN, Philadelphia, Pennsylvania.—We would suggest that you omit the rule panel around the trade-mark on the first page of the laundry leaflet. It is not only unnecessary, but the rule used is too light. A trifle more space should be placed between the lines directly above the trade-mark. The presswork is very poor.

FROM Henry J. Dounia, instructor in the printing department of the Muskegon High and Hackley Manual Training School, Muskegon, Michigan, we have received a package of printing produced by the students in the printing classes. The most ambitious pieces of work are the various issues of *Said and Done*, the school magazine. The regular monthly

SAID & DONE



Magazine cover, the original of which was printed in colors from wood blocks cut by students of the Muskegon High School, Muskegon, Michigan.

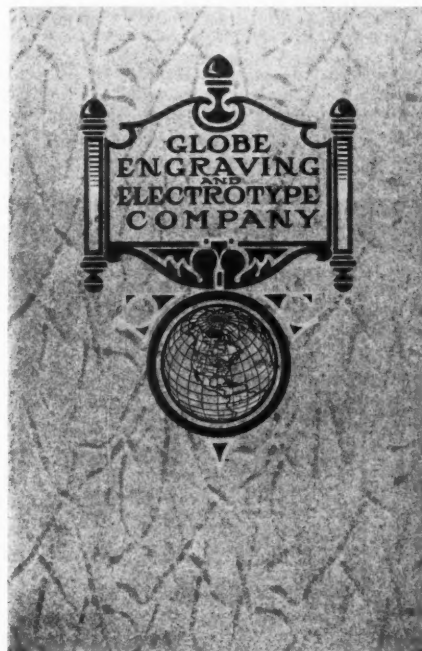
issue is a magazine of some forty pages and cover, with a large commencement number. The magazine is illustrated profusely with colored prints from wood blocks cut by the students, and the covers are from the same source. We reproduce one of the covers, the original of which was in three colors.

ARTHUR WILLIAMS, Moline, Illinois.—Other than the criticism which you have already made regarding the title-page, we find very little opportunity for suggestion. There is, however, a trifle too much space between words in the first and fourth lines. This could be overcome by letter-spacing. Another lead between the fourth and fifth lines would also help.

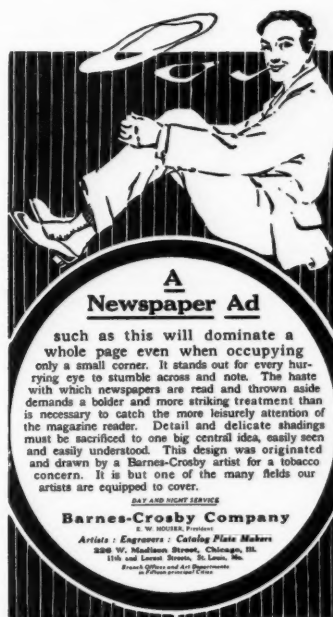
P. D. CREW, Creighton, Nebraska.—Aside from the presswork, which is not at all good, the anniversary booklet is very satisfactory. As a usual thing, black is preferable to any other color on the inner pages of work of this character where half-tones are used. The other colors serve no particular purpose not filled by the black, and the latter is usually easier to print.

A BOOKLET recently issued by the Globe Engraving & Electrotpe Company, Chicago, is attractively designed and well printed in colors. The cover, of which we show a reproduction, is in green, gold and black, on brown stock.

AN attractive folder announces the establishment, by Edward Everett Winchell, of the Winchell Studio, at Bronxville, New York. Mr. Winchell has with him a selected staff of artists, and his purpose is to furnish



Cover of a booklet issued by the Globe Engraving & Electrotpe Company, Chicago.

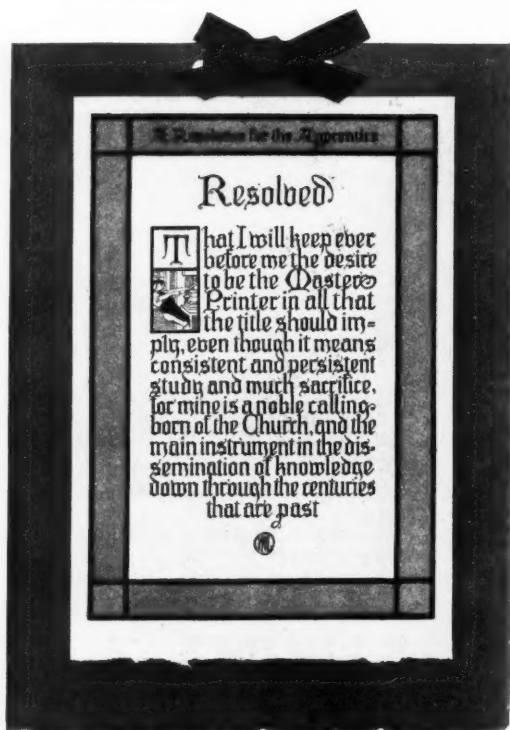


From a portfolio of designs by the Barnes-Crosby Company.

designs and drawings to printers and publishers. His long experience as art director of various printing concerns insures a thorough knowledge of this class of work, and his previous productions are a guarantee of the highest quality.

FROM the West Virginia Pulp & Paper Company we have received a copy of a handsome booklet gotten out to further the interests of Marquette enameled book-paper. The booklet is filled with illustrations in black and colors, showing the possibilities of this coated paper in the production of high-class printing. The work throughout is exceptionally well handled.

IN one of the most interesting pieces of advertising literature that we have seen in some time, the *Literary Digest* tabulates the results of the answers to some eleven thousand letters mailed to subscribers and requesting information as to the number of automobiles owned, make, etc. The results form striking advertising matter and the manner in which it is put out is very attractive.



Designed and lettered by H. W. Leggett, Ottawa, Ontario.

H. W. LEGGETT, of Ottawa, Ontario, has written, designed, lettered and printed a "Resolution for the Apprentice," a reproduction of which is shown herewith. The original, in browns and orange, is a very attractive piece of work.

CLYDE A. MEACHAM, Ontario, California.—Of the cards, we like best the one printed in black and green, on gray stock. On this card, however, the equality of the space divisions results in a lack of proportion, and we would suggest that you make the top and bottom panels smaller, giving the extra space to the center panel. The name should also be a trifle smaller. The other work is very satisfactory.

T. C. ANDERSON, Marlinton, West Virginia.—You have used too many different type-faces on the blotter. One or two series would have been better. The rules above and below the groups of type in the corners are too heavy—they overshadow the type. Personally, we would prefer to see the large initial omitted, especially as it is of a type-face which does not harmonize with the balance of the line. The other specimens are very satisfactory.

BEN WILEY, Charleston, Illinois.—Of the two page arrangements, we like best the one which is marked No. 2. The other design contains too many different type-faces and too many rules. The one marked No. 2 could be improved, however, by using the same type-face throughout, omitting the italic, and raising the group in the lower panel, placing a trifle more space between the lines of this group. The other specimens are very satisfactory.

EDW. A. ST. AMAND, Montreal, Quebec.—If you had gathered the reading-matter on the cover of the menu into one group and used but one series of type the effect would have been much more pleasing. As it is now, the scattering of the text over the whole page, together with the lack of harmony resulting from the use of such widely different type-

faces, does not give a good impression. The other examples are well handled, although the color of stock used for the label is rather depressing.

IN an attractive booklet entitled "The Story of the Golden Egg," the Phillips Printing Company, of Los Angeles, California, acquaints the public with its ability to produce good printing. The booklet is unique in shape, being die-cut in such manner that it shows at the top a goose, presumably the one that lays the golden egg referred to. The interior of the booklet is replete with illustrations of the Phillips plant, and with examples of high-class printing in colors. Altogether it is a striking piece of typographical design.

EARL E. SNOW, Bluffton, Indiana.—A feeling for proportion, that "pleasing inequality in the parts of an object," would suggest that in dividing a page into panels the panels be unequal in size. Where we divide a page directly in the center, as is shown on the cover for the Chautauqua program, the lack of proportion is noticeable. In view of the manner in which the text matter has been distributed, we would suggest that the upper panel be made smaller. The other specimens are very good, although in one or two of them we note a tendency toward the use of too many rules.

CHARLES M. CHURCH, Crowell, Texas.—While the specimens are very good, indeed, we would call your attention to one or two points regarding their arrangement. On the letter-head for the Massie-Vernon Grocery Company, the decoration underneath the word "Grocers" does not add anything to the appearance of the job, but rather detracts from it, and we would suggest that you either omit all decoration in this case or put in a much smaller spot. On the letter-head for the Retail Merchants' Association there is too much space between words in the feature line. The design of the text letter demands that it be closely spaced.

O. W. WALKUP and B. L. ROBINSON, Galesburg, Illinois.—While the specimens are, in general, very satisfactory, a little more consideration of the fundamental principles of design would result in an improvement. For example, a consideration of the value of tone-harmony leads us to use type, rules, decoration, etc. of such color or strength that a harmony is preserved throughout the work. In some of your specimens, notably the card for Mrs. A. J. Crew and the program for the drill team, you have used rules for underscoring which are entirely too heavy for the type-faces with which they are associated. A feeling for shape-harmony would suggest that some other form of decoration be used on the statement heading for Johnson & Ironburg, as the general decorative character of the ornament used does not harmonize with the type-face. Care should also be taken to closely space text and script letters.

GEORGE R. HEDGE, Athens, Tennessee.—A feeling for shape-harmony would suggest that we use, as far as possible, type-faces that are related to each other by similar characteristics of design. On the program for the elocution recital the combining of the text and lining gothic types is not pleasing, owing to the lack of harmony between them. Where the lining gothic is used in the smaller sizes the angular lines of the letters are not so apparent, and its combination with the decorative text is not objectionable, but when it is used in sizes large enough to emphasize its plainness the difference is readily noticeable. Combinations of extended and condensed type-faces should be avoided whenever possible. As a matter of personal taste we would suggest that the upper line on the first page of the musical recital program be centered. While it can not be denied that occasionally an arrangement which throws a line or group of lines to one side of the page is a pleasing change, still, as a general thing, those type-designs are best which are symmetrical—which are balanced on the center of the page.

A WONDER.

College President—"You can't get into our college. You aren't qualified in the entrance requirements in Sanskrit, Greek or Calculus."

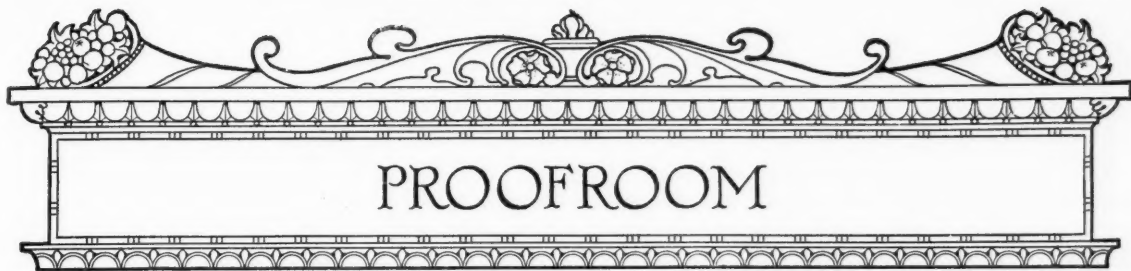
Prospective Student—"No, but I am very well grounded in reading, writing and arithmetic."

College President—"Great Scott, man, you don't need a college education! Why don't you go into business?"—*Puck*.

DIZZYING.

"In this great and glorious country of ours," exclaimed the political orator, "there is no North, no South, no East, no West."

"No wonder we don't know where we are at," came a querulous voice from the outskirts of the crowd.—*Town Topics*.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Gray and Grey.

The following, from a daily newspaper, shows a kind of whimsicality which fortunately is not common:

"Lexicographers, to whom the spelling of the word gray or grey is a point of endless dissension, might profit by reading the advertisement of a Sixth avenue store which offers grey crêpe meteor at special prices and gray cheviot.

"Using the two different spellings on the same page was not a mistake nor an attempt to reconcile the two opposing factions," said the manager. "In this store we always use grey for light tints and gray for dark."

Did any one ever hear of such distinction elsewhere?

A Question of Case and One of Spelling.

J. H. C., Dallas, Texas, writes: "I found this in a news item: 'The other day his pa's wife had to drag Sonny Charley to the police court just because he rapped her over the head with a clothes-hanger when she insisted upon his calling her mamma.' I say 'his calling' is right, while all the other letters of the alphabet insist that 'him calling' would be proper. Who is right? Is mamma spelled right?"

Answer.—All the other letters are wrong, and our correspondent is right. "His calling" is the correct form. Gould Brown, the author of the largest grammar-book, has so much about the pronoun to use in such expressions that we can not quote anything except an example from him, "Which is only a preparation for his leading his forces directly upon us." William Chauncey Fowler gives as an example of correct use, "He was averse to the nation's involving itself in war," and of incorrect, "This coolness was occasioned by the queen intercepting certain letters." These do not show the pronoun, either his or him, but they do show that the possessive form is the approved one. Mamma surely is spelled right, inasmuch as it has the spelling that has been very long used, and is even now the preferred form in the latest Webster's Dictionary, the New International. Mama, however, is preferred in the Century and the Standard. The word had all the letters of the longer form in the classical languages, Latin and Greek, and preserved them in English until our latest dictionaries tried to "simplify" it by dropping what was considered "the extra letter." Mama is not yet so much used in English as mamma.

About a Comma.

G. B., Denver, Colorado, writes: "Argument on the use and omission of the comma after the phrase 'I remain' attracted my attention in the current issue of THE INLAND PRINTER. Since you argue that 'there is no logical defense for the use of the comma' in such cases, I desire to present a few examples to the contrary, which will illustrate why the comma under consideration is used in some cases and

omitted in others. Whenever such phrase as 'yours truly' is inserted before the signature and after the words 'I remain,' it becomes 'foreign' to the words preceding and following it, and must therefore be separated from the other phrases by commas. To better illustrate this: the proper place for the words 'yours very truly' should appear after the signature instead of before it. Thus the form, 'I remain A. B., yours very truly,' would require no comma after the first phrase. But, in transposing the bottom words to the place above the signature, it is proper that the words, 'yours very truly' be separated by commas, and the correct form should appear thus: 'I remain, yours very truly, A. B.' Common form, usage, and appearance of the subscription have somewhat obscured the reasons why the comma is inserted in such cases and omitted in others, but there must be some rule governing its uses in the examples noted above, otherwise one authority would not recommend its use and another disregard it entirely. If my opinions regarding the use of the comma illustrated in the foregoing are incorrect, I would be greatly obliged to you if you would quote some eminent authority whose arguments are to the contrary."

Answer.—What was said in the matter criticized is all its writer knows how to say. "Eminent authorities" say nothing about it. The correspondent says nothing that affects the editor's already expressed understanding.

A Division and a Spelling.

W. H., Dayton, Ohio, asks two questions, thus: "Being desirous of information, I will ask your decision on the following: In narrow measure is it correct (or allowed) to divide attractive on the last t, or should it be divided on the c, running tive over? I notice the dictionary gives the two words de-struct-ive and self-de-struc-tive. Why is it that in the former the accent is on (or after) the t, and in the latter it is after the c? Also, in the sentence, 'Just the thing for picnics, campers, and automobileists,' is the word picnics spelled right, or should it be picnickers?"

Answer.—No matter what measure it occurs in, although it is better not to divide more than you have to, especially in wide measure, the right division of any such word is before the t, running over tive, or sive, or cive, as in attrac-tive, destruc-tive, effec-tive, expres-sive, condu-cive. There is not only no reason, but there is no excuse, for the difference between the word alone and with self before it. Why did not our correspondent tell what dictionary he found it in? I have seven different large dictionaries, and it does not occur in any one of them. A book of long ago, "Manual of English Pronunciation and Spelling," has a large vocabulary and might almost be called a dictionary. In that book is found destruct-ive, but it does not contain self-destructive, so that it can not be the source of this

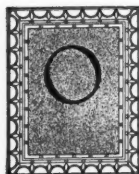
particular perplexity. It was made by two dictionary-makers, one of the old-time Webster assistants and one of Worcester's assistants. Neither of these old dictionaries was carefully prepared with reference to division of words in writing or printing, words being divided into syllables merely as the editors supposed would best show their sounds. Nevertheless they were in their time the only works wherein syllables were shown for any purpose in all the listed words of the language, and the erroneous assumption by most printers that they were properly to be followed in divisions occasioned much of the prevailing confusion in print. The Webster's International, published in 1890, was the first dictionary that attempted to show divisions into syllables as they should be in print, and it did not always get them right. It had attract-ive, effect-ive, and many others this way, but destruc-tive, produc-tive, etc. Its successor, Webster's New International Dictionary, published in 1909, corrected this, at the present writer's suggestion, so that in it every ive termination appears with a consonant before it; but the reason in favor of this change was not accepted for other similar terminations which are not properly considered to be real English suffixes, so the dictionary has other differences that are not strictly defensible, as assist-ant, depend-ent, resist-ance, but dece-dent, depo-nent, and correspond-ence at the beginning of a line, and the French word divided at the end of the same line, corréspon- and dance on the next line. There is no reason for a difference in the two languages. The original Standard had all these differences, but the new Standard, now almost ready for publication, will have none of them.

Picnickers is correct, and picnicens is wrong. Another word, not questioned, is wrong. It is automobileist, and should be automobilist.

Written for THE INLAND PRINTER.

AN ECONOMIC SUGGESTION AS TO COMPOUNDING.

BY F. HORACE TEALL.



ONE of the strangest facts in the development of the English language is the diversity of opinion and practice as to details of form. Comparison of various books will disclose every possible disagreement in the use of capital letters, in punctuation of sentences similarly constructed, and, indeed, in every item of form. To some extent this is probably true of every language, but in no other language is this "state of flux" so plainly evident as in English. Our quoted phrase is reminiscent of a personal experience. A noted New York editor had insisted for a long time on having the word interest divided into inte and rest, but on one of his proofs changed it to inter and est. When his attention was called to the change he said that on the point in question his mind was in a state of flux. Not many editors would take the trouble to notice such a thing either way, but this occurrence shows that some of them will. Another editor said he considered punctuation as important as any part of writing, and that he always put in every point that should be used as he wrote. He may have thought he did, but he sent much of his manuscript to the printers that could not be closely followed in this respect. Probably he thought of the commas, etc., as he wrote, but he did not always get them on the paper.

Every individual is entitled to the right or privilege of being in a state of flux, and every one exercises it — some more, some less.

It is because of its influence on printing-office economy that we call attention to this fact, and we are to consider the disagreement in one matter as typical, and suggest the most practical means of lessening its expensive effect. Our special subject is the choice of forms as between the joining and the separation of words. Printers speak of two words, one word, and a compound, making compound mean the form in which a hyphen is used. This is a convenient distinction, not reasonably subject to objection, although in reality any joining of two words into one makes a compound, and there are two forms of compound words — the close or continuous and the hyphenated. Sunday, baseball, sunbeam, shoemaker, are compound words just as truly as twenty-one, red-headed, or any other with a hyphen. And two joined with a hyphen become one just as truly, grammatically speaking, as two that are joined without a hyphen. Hyphen means, literally, into one, and a hyphen is a tie-mark.

A German schoolboy knows when to join two or more words into one, and does it practically always exactly as everybody else does. How many Englishmen do that? A school superintendent told one who asked him when words should be joined, "I do not know, and I do not believe that anybody knows." Another man wrote, "I always use a hyphen whenever two words are to be written as one." He evidently had not thought well, for he wrote when and ever as one and used no hyphen, and did not attempt an answer to the question, "When?"

That question demands much more for a full answer than one of these articles, and such answer is not the present purpose. We purpose merely to note a few salient facts, sufficient to indicate the status of the problem, and to discover a potent means of settling practice economically.

Some authors and some printers object strongly to any use of hyphens between words, and seem to think that the only question is that of use or non-use of hyphens. But this ignores the fact that there are two ways of omitting hyphens — making single words and leaving words separate. How many people would not be glad to have a more definite determination of these two forms? Undoubtedly in one way they could secure such determination. That one way is to have at hand a large list of the terms subject to doubt and consult it frequently. After a little while so many of the word-forms chosen would be thoroughly memorized that the need for consulting the list would gradually almost disappear.

The present writer has never known of a printing-office where any compositor could be sure that he would not have to insert or remove a hyphen here and there in correcting. He has never known of a proofreader who did not contradict himself more than he meant to in this respect. (Incidentally, he does not think a little such inconsistency is severely reprehensible. It is sure to occur anyway.) The best reader he ever knew set the styles on a newspaper, and had base ball always two words and football always one. With a large list at hand such conflict could be reduced to a minimum and the work of correction greatly lessened. Is it not worth while to get a satisfactory result with comparatively little correcting?

A disturbing factor in the case is the undeniable fact that, whether we have base ball, base-ball, or baseball, the term can not be misunderstood. And this is equally true of thousands of words, but not by any means true of all words. William Dean Howells once wrote within a small space wood-pile, woodpile, and wood pile, and the printers followed copy. Certainly he could have made no objection if they had been sensible enough at least to use the same

form in the three instances. But he might have been asked which way he preferred it, and would probably have said that he did not care which, but to make it all one way.

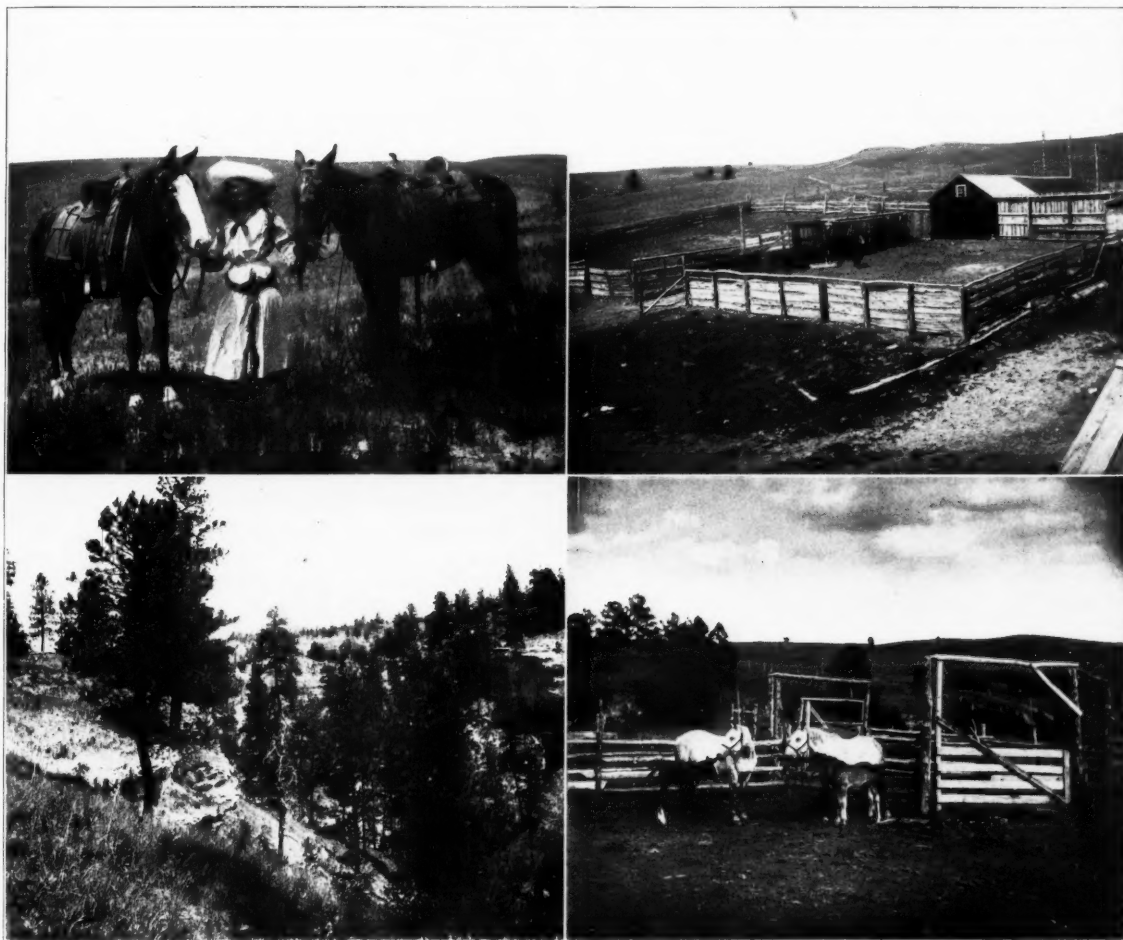
In this matter, as in all others, the truth should be told when one knows it, and when he is not certain he should say so. F. Howard Collins, in "Author and Printers," enters base-ball as a title and says, "hyphen always in America." He probably thought this true, but in fact all three forms are used in America, with baseball predominating, being used probably a hundred times to once for either of the other forms. Mr. Collins prescribes hyphens in some other words almost universally solidified, among them fire-arms, fire-fly, fire-place.

Notwithstanding the decidedly evident fact of disagreement, some men think they have mastered the subject, and of these some are dogmatically sure that their practice is the only correct one, and some others are equally dogmatic in favor of a different practice. A few style-books have included considerable lists of compounds (meaning both solid and hyphenated forms), but their lists are comparatively so far short of what is needed, and the rules given in them are so defective, that little real guidance is afforded.

The one practical remedy is the use of an exhaustive list, or one as nearly exhaustive as it can be made, of which one or more copies should be kept in the proofroom and one

or more in the composing-room. Any such list must inevitably show originally the forms selected as best by its maker, and it is equally certain that most people will find in it many forms they do not like. Suppose the authorities in an office decide to use base ball or base-ball, and find baseball in the list. By marking in a space or a hyphen on each copy, the chosen form is on record for reference, so that no excuse is available for any one and no chance is left for disagreement. Of course there would still be the probability that occasionally an author or editor would insist on another form, but that need cause little disturbance. We have chosen an example that would be easy to remember without any reference to a record, but almost any familiar word would be equally easy. The list here desiderated would comprise forty or fifty thousand terms, any of which may be encountered frequently.

The writer of this article would be glad to hear, by letter or otherwise, from any one desirous of consultation or discussion. He has purposely refrained from expressing any choice of practice as to hyphening, although he has a strongly decided choice, definitively made through long and wearying study. Any and every sincere communication will be carefully considered and answered herein, but not by mail unless as an occasional exception. The matter undoubtedly is worthy of much attention.



SCENES NEAR FORT ROBINSON, NEBRASKA.

Photographs by Kern Crawford.
Courtesy of Chester A. Wyatt, Troop B.



MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

An Automatic Gas-lighter.

A North Carolina operator submits the following: "An office I worked in had a very simple gas-lighter, which I will try to describe. The main gas-pipe cock had a narrow piece of flat iron soldered to it to form an extension about twelve inches long, which projected like a handle at right angles to the gas-pipe when the gas was turned almost entirely off. Only a small flame was permitted to burn under the metal-pot. An alarm-clock was fastened on a support in such a position that the end of the long handle of the gas-cock rested on the key for winding the alarm. A weight sufficiently heavy to open the gas-cock when the alarm-key turned was attached to this handle, which dropped as soon as the alarm went off and turned the gas on full under the metal-pots. This device made it unnecessary to get around to the office until ready to go to work."

Cold Metal.

An Ohio operator writes: "In 1905 I graduated from The Inland Printer Technical School and have been working on linotypes since. I am running a machine here and have run up against a bad thing in regard to metal. It seems that the machine will not properly eject slugs, and the trouble lies in the metal-pot, which will give back squirts if metal is put in pot so that it covers the well. Machine men here before me have had the same trouble. Why is it that I can not put more metal in pot than will come to top of well? Machine will eject slug all right if metal in pot is one-fourth inch below well. This keeps me hustling to keep metal at right temperature, as there is always only a small amount of metal in pot, and I set the matter faster than metal will melt."

Answer.— We believe that your trouble will disappear if you increase the temperature a trifle. The metal adhering to the mouthpiece causes a bad lock-up and this gives spongy slugs, which will not eject properly. Increase the temperature gradually and keep the mouthpiece-burner flame at full height. Try this out fully before rejecting it.

A Notable Exhibit.

At the second Middle Atlantic States Cost Congress, held at Carnegie Lyceum, New York city, October 1 and 2, there were exhibited by the Mergenthaler Linotype Company two fully equipped multiple-magazine linotypes — a quick-change Model 8 three-magazine machine and a quick-change Model 9 four-magazine machine. Both machines were kept in continuous operation, and their flexibility and versatility demonstrated to the satisfaction of every one who saw them.

Faces, bodies and measures were constantly being changed for the benefit of the interested spectators, and the

ease with which the changes were made was a revelation to those who saw these new models of linotypes for the first time. Judging from the interest displayed on the part of visiting printers who crowded around the machines throughout the two days' session, the multiple-machine idea must have made a hit with them.

A like exhibit was made at the Second Ohio Cost Convention at Cincinnati, on October 3-5.

Distributor.

From an Iowa operator: "I have found that the two lower distributor-screws have a worn place at the point where the matrices are lifted from the distributor-box, and the screws engage the matrix ears; the inclined rails seem to be slightly worn. The worn place is on the edge of the screw and does not go in very deep. I am sending you some of the damaged matrices. Machine is running fine, but I can not exactly determine the cause of the worn distributor-screws."

Answer.— The cause of wear is likely due to the cam on the back screw being worn. When the cam is worn it usually causes a bruise to appear on the top corners of the two upper ears and the lower front ear of thin matrices. This does not appear on the matrices you sent. If the cam in use is the only one that has been on the machine, then it may be the ordinary wear rather than that produced by the matrices being raised too soon in relation to the points of the screw. The bruise on the matrix ears seems to be from impact when assembling. The remedy is to dress these bruised parts down. We do not believe any trouble can be traced to the inclined rails in the distributor-box.

Metal Squirting Behind Mold-disk.

A correspondent in North Dakota writes: "Enclosed is an eight-point thirteen-em slug cast on Model 5. I have considerable trouble with machine squirting when a line is cast, especially when the metal is too hot; metal squirts down, or leaks down, sometimes enough leaking out to cause the machine to stop. I have a gasoline burner, and of course it is hard to keep metal at the same temperature."

Answer.— We think you can determine the cause by the following test: Draw out mold-disk and with a piece of brass rule scrape the back of the mold so as to remove any adhering metal. Remove back mold-wiper. Ink the back of the mold evenly with red or bronze-blue ink. Clean the mouthpiece. Close the vise and allow the cams to make several revolutions, then draw out mold-disk and examine impression of ink on the mouthpiece. This will indicate the condition of the lock-up between the mouthpiece and mold. It may be uneven through warping of the mouthpiece, or may need adjusting by the pot-leg screws. If the ends of the mouthpiece bear evenly and the middle appears low, you

will have to dress it with a fine file, holding it flat and working it across the inked surface only. If one end looks weak and the opposite strong, adjust the pot-leg screws. If the lock-up is even, increase the temperature of the metal a trifle and probably you will have no more back squirts. Examine the pot-lever spring when the lock-up to cast occurs. If there is too much yield to this spring, increase its stress or put in a new spring.

Matrices Clogging in Magazine Entrance.

A Pennsylvania operator writes: "I am an operator on a Model 5 machine, and I am having trouble with the lower-case 'e' when it distributes back in the magazine. That is the only letter that has bothered me in the past three years, and that one only lately. When these letters return to the magazine they in some way clog at the entrance of the magazine and bend the partition. I have to get up from my seat quite frequently, which is very annoying. I try and keep it straight, or in line, but for some reason they are bound to stop the distributor."

Answer.—The first thing to ascertain is the number of matrices you have in the channel. Do not carry more than twenty-one. The next thing is to run them through repeatedly, and when a blockade occurs note the position of the matrix that causes the trouble. Remove the first one of those that are caught and examine its lugs. If it is defective, throw it away. It should not take long for you to discover the cause if you make a close examination each time a stop occurs.

Transpositions and Wide Spacing.

A Texas proofreader writes: "I enclose herewith a proof that was taken a few days ago. It was the first work done on this book, about four or five months after the linotype was put in place. On reading the proof I was surprised at the number of transpositions. The lady operator said it was a mechanical fault, as she took especial pains to set a clean proof. Please state in THE INLAND PRINTER if you have ever seen anything like it. The copy was all edited, and much like this letter for plainness. Is there any mechanical reason for the excessive spacing of six-point type on a linotype? I examined some work done in Cleveland, and the nonpareil was spaced, apparently, with two-em quads, even when the line would have taken in at least any word of one syllable. The same trouble confronts me here. You will notice between initials at least an em quad."

Answer.—There are a number of the errors that might be classed as machine errors. The failure of capital "N's" and "J's" to drop, and the transposing of spacebands and last characters in words are not the operator's fault. The failure of "I's" and the transposition of capital "L's" are the fault of the operator. The wide spacing in nonpareil can be avoided by using the thin spacebands. These expand to a maximum of .095 inch; the minimum thickness is .032 inch. You are probably using the thick bands.

Bad Faces on Slugs.

A Philadelphia operator writes: "Will you kindly answer these few questions: (1) What is the cause of the last three holes in mouthpiece plugging up on right end of the slug? When drilled out will only stay open for a day or two. Other holes are all open and get a good face on slug except end which is clogged up. When the metal gets too hot, I get a back squirt. (2) Which is the best way to keep pot—high or low with metal?"

Answer.—(1) If the mouthpiece jets do not remain open, it may be due to the heat being irregular. If the front

burner does not give sufficient heat at the right end, the holes will close and remain closed until drilled or melted out. The next time they are filled up apply a burner to the mouthpiece, and while it is quite hot try pushing a wire through the holes. If it goes through readily, while heated, this may indicate the need of more heat from the front burner at this point. Look to the burner in this case. If you can not open the holes when they are heated with the extra burner, then it is possible that the mouthpiece will have to be removed and the throat cleaned behind the holes that clog so readily. (2) Keep the metal one-half inch below top edge of the crucible—no higher. It will do no harm if it runs a trifle lower. You should aim to maintain the metal as near this point as possible.

Defective Slugs.

An Indianapolis operator writes: "Enclosed please find a sample slug—a typical one, I believe, through some are worse—from an ancient model. Up until a few weeks ago the machine turned out a good slug with a clear face. Almost all slugs produced on this machine are large ones, as per enclosed sample. I have tried many things, among which I quote: I put in new jaw and new mouthpiece; have pot-lever cushion spring adjusted properly; have moved disk eccentric forward and backward; took jaw off and cleaned all parts; have increased and decreased fire under pot and mouthpiece; tested lock-up between matrices and mold with red lead. Any suggestions you can give me regarding the defect in the face of this slug will be appreciated."

Answer.—There were a number of operations you performed that had no bearing on the trouble, hence no effect was noted toward correcting it. We believe your slug will improve immediately by applying the following remedies: Buy a new plunger (F 879) and apply it. Clean out the holes on the sides of the well. This may be done by using the hooked end of the pot-mouth wiper, if you have one. If not, take a piece of 1/8-inch iron rod and put a right-angle bend on one end. The turned-over end need only have an extension of one-half an inch. This end may be cut square or three-cornered with a file. The object of its use is to insert into the holes on the side of the well (through the metal) to clean out the oxid. When these holes are cleaned out once, occasionally insert the rod to keep them open. After procuring a new plunger and finding that it fits correctly, place in the well a small lump of tallow mixed with graphite. Then place the plunger in position and proceed to cast slugs. You will note that considerable smoke is evolved as the oil is burning out, but no harm is done, as the graphite lubricates the plunger and insures a more complete stroke. It may be necessary to increase the stress of the pump-lever spring. To make a comparison you could set up a line and cast a few slugs before the new plunger is put in position. After the well-holes are cleaned and the new plunger is in place and properly lubricated, cast an equal number of slugs from the same line and compare the faces. You should not change the mouthpiece burner as you stated in your letter, but let it burn to full height. Regulate governor to suit temperature as you please. In addition to the foregoing operation, you may find it necessary to cut auxiliary vents in the mouthpiece, and finally it may be necessary to drill auxiliary jets as shown in the diagram sent you. These points are the last resort.

In a later letter this correspondent writes: "I followed your suggestions and got a very much better slug, both body and face. Using this machine altogether for fat slugs, I think I shall also cut some auxiliary vents and jets in the

mouthpiece, as you suggested, and it will be O. K. in every respect. I thank you very much for your valuable advice in this matter."

Matrix Transfers.

A Connecticut operator writes: "About two months ago I replaced a second-elevator bar on a No. 4 linotype with a new one. Though adjustments were all carefully made for the new bar, the transfer of matrices to it is imperfect; several ribs on the bar are worn badly and combinations on new 'e's' and 't's' soon become damaged. First-elevator rails, intermediate bar, transfer-slide finger and bar-plate are O. K. and matrices transfer all right by hand. Tried slip of paper in back of channel-plate to no purpose. The tip of lower back screw (G 527) first engaging the matrix has been broken or filed off by some artist for some reason known only to himself. Could you suggest any way to

elevator, if properly seated on the intermediate channel, must necessarily be at its lowest point. You may note while the matrix is in this position that its position forward and back is not quite correct. This is due to the elevator slide-guide being off, and doubtless when it is replaced and pulled forward the full distance the elevator will be correct. While making these tests and examinations you should closely inspect the rails of the distributor-box bar. These rails on the forward side on the outside end are often damaged by being struck by the second-elevator bar-plate. The damaged teeth on the "e" and "t" matrices may be due to this trouble.

Recent Patents on Composing Machinery.

Matrices for Typesetting and Composing Machines.—J. C. Grant, Kensington, London, England. Filed December 16, 1909. Issued August 13, 1912. No. 1,035,343.



A PRINTER'S HOME.

Residence of J. L. Goodburne, journeyman printer, London, Ontario.

repair this? Over one-fourth of an inch of the thread is gone."

Answer.—In regard to the back screw for the lower distributor (G 527), if you can not get a machinist to braze in a piece, you will need a new screw. A first-class machinist may be able to fix it, but if he is going to charge almost as much for the job as a new screw will cost, it would be better to put on a new screw. To see if the second elevator is adjusted correctly for its down stroke, test it in this way: Lock spaceband shifter and pull controlling lever. When the machine stops on the safety pawl, touch the second-elevator roller and see if it is free from the cam, as it should be, in this position of the machine. Also see that the starting spring (B 238) is properly compressed by its adjusting nut, so that the bar-plate is held firmly to the spaceband intermediate channel. If you wish to test the alignment of the first and second elevators as to height, remove the first-elevator slide-guide and place a pi matrix in the first-elevator jaws before it reaches full height. Lock the spaceband shifter and allow the machine to stop on the safety pawl. Move the matrix until it is in contact with the second-elevator bar. In this position you can see if the first elevator has its proper up stroke. The second

Slugeasting Machine.—B. Cade, Shelby, N. C., and A. Heldrich, Philadelphia, Pa., said Heldrich assignor to said Cade. Filed June 24, 1911. Issued August 13, 1912. No. 1,035,416.

Slugeasting Attachment for Linotypes.—C. L. Mohr, Janesville, Wis., assignor to Mohr Manufacturing Company, Chicago, Ill. Filed October 18, 1911. Issued August 27, 1912. No. 1,036,678.

Short-type Setting and Distributing Machine.—W. A. Twining, Cleveland, Ohio, assignor to National Printing Machine Company, Cleveland, Ohio. Filed December 14, 1907. Issued August 27, 1912. No. 1,036,751.

Pneumatic Cooling Device for Linotype Molds.—H. T. Sundstrom, Houston, Tex. Filed July 13, 1911. Issued September 10, 1912. No. 1,038,022.

Typesetting and Justifying Machine.—John S. Thompson, Chicago, Ill. Filed October 31, 1904. Issued September 10, 1912. No. 1,038,234.

Matrix-composing and Slugeasting Machine.—Franz Schimmel, Montrouge, France. Filed December 5, 1908. Issued September 10, 1912. No. 1,038,445.

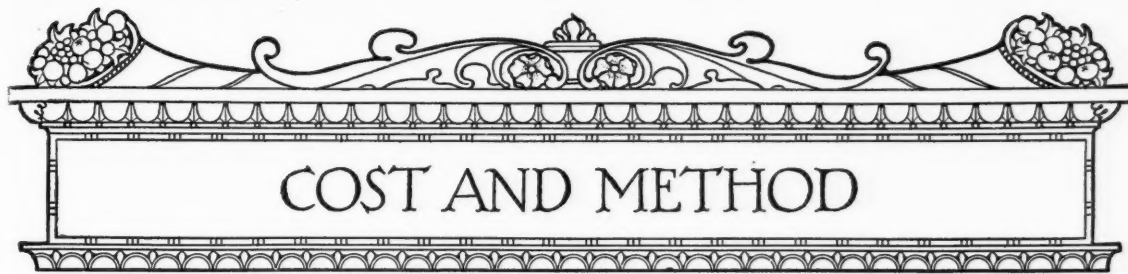
A HELP TO THE CHURCH.

"And you still have hopes of influencing old Titewad to become a regular attendant at your church."

"Yes, and I am more sanguine than ever."

"You are?"

"Yes. If the Government really begins the coining of half-cent pieces I regard it as a cinch." — *Houston Post*.



COST AND METHOD

BY R. T. PORTE.

Advice in 1870.

Some months ago there were printed in this department extracts from "Harpel's Typograph," published in Cincinnati in the year 1870. They were surprisingly like the statements used in the present-day campaign for bettering business conditions. But by no means were they all that this cleverly gotten-up book said about the printing business, as seen then, and the words printed in 1870 are just as full of meaning to-day.

What we are trying to do is to remedy evils that have existed since the beginning of printing, and we must reiterate, and hold up for view what and where the trouble is. One article, one speech, one magazine is not enough. It will take constant effort and vigilance, and nothing proves this so much as the reprinting here of extracts from a book gotten out years ago that was meant to elevate the craft. It will pay to read carefully what is said:

Do not go beyond your capital in purchasing material, and never purchase what is not likely to be of immediate use, no matter how cheap it is.

Preserve a carefully considered, just, and fixed system for estimating work according to its quality, keeping in view the probable consumption and waste of all material, wear and tear of implements, superintendence and other expenses, no matter how trivial they may seem; for the least cost can be computed by an average percentage.

Having determined what amount of money a piece of work is really worth, including a positive and not supposititious profit, make that the price, and do not deviate from it.

When customers want good work done at less than it is fairly worth, reason with them calmly; and, if they will not be convinced, but make assertions in regard to the prices charged by others that seem unreasonable, or seem disposed to go elsewhere, do not go into a tirade against your competitors. Neither would we have you yield, knowing you are adopting a wrong; but simply declare you can not do business at such rates and realize a fair profit.

Lost valuable time occasioned by the customer, such as extra work, alterations, etc., should be charged. Too little regard for these items causes sad leaks in the profits of an office. A price is given, based upon the ordinary contingencies of a piece of work; but the party for whom it is to be done proves capricious, and demands frequent changes, proofs, etc., although the first piece of work may be performed neatly and well. It is just, then, that he should pay for it. Where no guide is given or any style indicated, or where there has been no previous understanding concerning such waste of time, its cost should be stated immediately before it is made, so as to make it optional with the patron to have it done or not.

Careful estimates, cast-ups, and the like, requiring time and experience to make, should be charged for, unless the work is guaranteed to the office, in which case it should go with the estimate for general superintendence.

The cash system should be closely adhered to, and strangers, without any exception, on account of appearance or address, required to pay in advance, or to leave a sufficient deposit to prevent absolute loss.

Do not suppose, if orders are plenty and customers easily managed during busy season, that dull times will not come and patrons be exact-

ing or hard to please. It is during business lulls that many are tempted to work below what they can afford to do, and to yield advantages that are pretty sure to remain advantages to the customer in future transactions.

Have no more workmen than your materials and implements will keep comfortably employed without waste of time. It is often a false idea that the more people there are about a concern, the more business is being done.

What a Cost System Tells.

What is profit and what is loss? This is the interesting question to all printers, and one that is of the most vital importance. A business can not be run except at a profit, and the losses must be located, dissected and remedied before a business can be put on a paying basis.

Too many printers get an idea that losses consist only of things that money has been spent for needlessly, and that losses are all extravagance in management, when sometimes these so-called extravagances are necessary to the upbuilding of a business to keep it going and build a trade sound and substantial. To many, loss is something that can be stopped by being miserly.

There is another side to the question that but few have ever considered, and it changes the entire viewpoint as to what a loss really is. And that is the side I want to make the subject for this month's Cost and Method department, as I believe that here has been the thing most neglected, and one to which but few writers in the trade press have ever given any attention, and nowhere shown by actual figures the loss and analyzed the problems.

Printers have been too stingy in the past—they have been too content to make money by self-denial, which is all right for the postulant or hermit, but not for the keen-minded and supposedly ambitious business man of the present day.

To put before you something concrete and understandable, I asked a printer friend to give me an abstract of one month's business of his small printing-office, and he has done it in a manner that is deserving of much praise. It can be plainly understood that this printer does not care to have his name published, as the statement he gives goes right into the heart of the thing, but I can say that the statement is an actual record, and to interested parties the name will be given.

The only part of this I am sorry for is that this printer has been running a cost system for more than two years, and he has his business in pretty fair shape; but he has his losses just the same, and he knows what they are. A much different-looking statement would have been made of his business shortly after he put in his system.

The cost system gives the cost of each job, as well as the means to figure the hour costs of production in a shop. The point I want to bring out is the cost of a month's work of individual jobs, and I am herewith producing such a record, showing the actual work in a small

office of three job presses, where sixty-three jobs were printed, ranging in price from 60 cents to \$89.

ORDER No.	QUANTITY.	STOCK COST.	MANUFACTURING COST.	TOTAL COST.	PRICE.	PROFIT.	LOSS.
1	84,000	\$28.40	\$51.27	\$79.67	\$85.25	\$ 5.58	
2	2,000	1.12	4.04	5.16	6.25	1.09	
3	2,000	1.30	3.74	5.04	6.00	.96	
4	2,000	2.50	6.59	9.09	6.00		\$ 3.09
5	4,000	1.39	6.96	8.35	10.75	2.40	
6	1,000	.75	1.17	1.92	2.25	.33	
7	1,000		2.39	2.39	2.50	.11	
8	12,000	4.69	11.66	16.35	22.25	5.90	
9	2,000	.75	4.39	5.14	4.75		.39
10	2,000	3.11	4.57	7.68	11.00	3.32	
11	3,000		9.20	9.20	9.20		
12	1,000		5.44	5.44	4.20		1.24
13	500	.23	2.98	3.21	4.60	1.39	
14	1,300		2.79	2.79	3.32	.53	
15	22,500	13.32	17.98	31.30	38.13	6.83	
16	1,650		3.54	3.54	4.12	.58	
17	5,000	2.25	3.81	6.06	5.00		1.06
18	5,000	1.10	4.94	6.04	7.25	1.21	
19	5,000	1.10	3.39	4.49	5.00	.51	
20	3,000	8.16	2.56	10.72	11.00	.28	
21	2,000		3.49	3.49	4.00	.51	
22	1,000		2.86	2.86	2.50		.36
23	5,000	2.41	2.35	4.76	8.75	3.99	
24	5,000	6.77	7.32	14.09	17.00	2.91	
25	2,000		5.85	5.85	4.18		1.67
26	500	1.24	4.21	5.45	6.50	1.05	
27	10,000	5.20	5.23	10.43	12.50	2.07	
28	2,500	6.30	5.70	12.00	14.50	2.50	
29	1,000	1.39	1.40	2.79	3.00	.21	
30	2,000	2.00	3.16	5.16	5.75	.59	
31	1,675		5.60	5.60	4.18		1.42
32	16,000	8.12	23.11	31.23	31.00		.23
33	450		2.90	2.90	3.25	.35	
34	4,500	1.54	6.77	8.31	10.00	1.69	
35	2,400	2.83	1.96	4.79	6.00	1.21	
36	15,000	29.35	42.52	71.87	89.00	17.13	
37	775		1.95	1.95	2.40	.45	
38	600		1.33	1.33	2.00	.67	
39	2,000	1.58	2.51	4.09	4.75	.66	
40	2,800	1.53	6.40	7.93	11.00	3.07	
41	100		1.04	1.04	1.70	.66	
42	1,250		5.30	5.30	4.50		.80
43	275		1.71	1.71	1.90	.19	
44	400		4.50	4.50	3.60		.90
45			.44	.44	.60	.16	
46	100		1.30	1.30	1.70	.40	
47	5,000	2.70	1.88	4.58	7.50	2.92	
48	2,500	2.02	1.63	3.65	5.00	1.35	
49	10,000	2.16	6.10	8.26	10.25	1.99	
50	4,000	5.45	4.77	10.22	13.00	2.78	
51	1,000	.43	2.83	3.26	4.00	.74	
52	2,000	.70	2.20	2.90	4.00	1.10	
53	5,000	3.35	3.59	6.94	9.50	2.56	
54	500	.40	3.00	3.40	4.50	1.10	
55	500	.34	2.09	2.43	3.25	.82	
56	2,000	1.50	1.62	3.12	4.25	1.13	
57	1,000	1.40	3.33	9.73	2.75		1.98
58	10,000	5.74	6.93	12.67	12.00		.67
59	10,000	9.62	11.99	21.61	23.25	1.64	
60	100	.10	3.09	3.19	3.50	.31	
61	5,000	6.95	2.82	9.77	12.00	2.23	
62	5,000	2.40	5.43	7.83	8.75	.92	
63	4,000	1.95	8.04	9.99	13.00	3.01	
		\$187.64	\$375.66	\$563.30	\$645.58	\$86.09	\$13.81

Sales.....	\$645.58
Cost, Material.....	\$187.64
Cost, Manufacturing.....	375.66
Profit.....	\$ 82.28

It is foolish to consider this merely as a table of figures and not attempt to analyze them in any way. They are worthy of a great deal of careful study to the man without a cost system as well as to one with a cost system.

The significant part is that there has been a loss of \$13.81 on 63 jobs, or about 22 cents on the average of each job. It seems a small loss, yet it is a great deal worse than it looks in figures.

Work was produced in the office at a total cost of \$563.30 — \$187.64 for material, or paper stock, etc., and \$375.66 as a manufacturing cost. The ideal profit, as given by cost congresses — and one that is none too small — is twenty-five per cent of the cost. Taking the total cost as a basis, and adding twenty-five per cent, the total amount of business should have been \$714.18. As a matter of fact only \$645.58 was asked for the work — a direct loss of \$60.60 over what should have been a reasonable and just profit.

The record shows a profit of \$82.28 on a total cost of \$563.30, which is just 14.6 per cent instead of 25 per cent, which is a considerable difference. The total manufacturing cost was \$375.66, and taking the amount of profit in the entire business we find it is only 22 per cent profit on that alone, and not a cent profit on the paper.

If the losses shown could be added to the profit account, there would be a wonderfully different story, and far different than you think right now. A loss eats into the profits, and it takes two profits to offset one loss. How is that? Let's take the figures just as they show here:

There is a loss of \$13.81. Had these jobs been done at cost, the profits would have been \$96.09. But the \$13.81 must be saved, therefore some job with \$13.81 profit must be used and then you would be even, and a job with another \$13.81 profit taken to make the statement show the profit it should. It takes two jobs with a profit to cover the job with a loss.

An analysis of the different jobs and their range of profit and loss is most interesting.

The job carrying the greatest profit is No. 23, costing \$4.76, sold for \$8.75, having a profit of \$3.99, or 46 per cent on the cost. That looks pretty big. But take a look at job No. 1, sold for \$85.25, with 84,000 impressions, and only a profit of \$5.58. In that light, which would you rather take — the \$8.75 or the \$85.25 job?

The job carrying the smallest percentage of profit is No. 7. There is only 11 cents profit on a cost of \$2.39, or 4 per cent. Shaving pretty close!

The losses are just as interesting. Job No. 4, with cost of \$9.09, shows a loss of \$3.19 or 33 per cent. The loss on this job nearly eats up the total profit on the \$85.25 job.

The job showing the least loss is No. 32, which is 23 cents, on a total cost of \$31.23, or 7-10 of 1 per cent. Not much of a loss, but a job of that amount should carry a fair-sized profit.

The question of cost on the basis of a thousand impressions is also interesting. The total is 306,875 and the cost for manufacturing \$375.66 or \$1.22 per thousand impressions.

Many of the jobs do not carry any cost for stock, yet it is a curious fact that the total cost of stock is about 29 per cent of the total received for the work.

Many other interesting facts can be had from a careful study of the costs and selling prices of the jobs, as, for instance, the number of jobs with 10 per cent, 20 per cent and 25 per cent profit, and figuring out if it were not better to have not done some jobs and thereby increased the total profits. There is a world of study in this simple statement of a month's business, and any printer with a cost system can analyze his business in the same manner as has been done here.

There has always been a tendency to analyze the expenses of a company, to keep a finger on the leaks, and it has become such a habit that it has overshadowed the one big thing that is of vital importance — that is, the losses that result from not getting a proper price for work. This is far more important than figuring some small saving in expenses.

To show this plainly, let's take the monthly expenses of this small plant and carefully analyze them as we did the profits and losses on the work done for the month. From his books my printer friend made the following statement of expenses, which agrees with his total costs of producing the work. He figures his plant worth \$2,210.80, and on this basis his expenses for the month were as follows:

Proprietor's salary	\$100.00
Pay employees for month.....	151.88
Rent for month.....	30.00
Light and heat.....	5.00
Power	4.30
Depreciation	18.59
Interest on plant investment and commercial investment.....	11.59
Office stationery and postage.....	3.00
Advertising	15.29
Insurance	3.48
Taxes	1.76
Bank accounts	3.25
Speed work	7.50
Telephone	2.75
Donations and deductions.....	3.74
Organization dues	2.00
Wash, soap and towels, etc.....	1.25
Rolls, gauge-pins, etc.....	3.51
Miscellaneous expense	6.60
Total	\$375.66

There can be hardly any one who will question that statement, as extravagance can not be shown. Three employees are hired at a total cost of \$151.88. The proprietor draws \$100 a month — surely not an enormous sum, for he could easily get that working for some one else. The rent may seem high, but it includes elevator service, and, for a city, is quite reasonable.

The sum of \$15.29 was spent in advertising, but that is absolutely necessary in a large city (and a small one, too) if you want trade that will pay you a profit.

If you go through the list of expenses with a fine-tooth comb you will not find a single item that can be questioned, and it will be impossible to cut down the expenses to make additional profits. As a matter of fact the expenses for that size shop are remarkably low, and show conservative management. They could be increased \$50 a month and be within the limits of reason.

Here you have presented both sides of the cost system — the side of the sales with their cost, and the total expenses of manufacture. This is but a tale any cost system can show, and it is the telling of such a tale each month to the man who conducts a printing-office that means prosperity and knowledge instead of poverty and knocks.

Can I present a more satisfactory object-lesson as to the value of a cost system? Can I prove the case of the cost system any better? Can you, Mr. Printer, without a cost system analyze your business and know what you are doing in a like manner? This is from a small shop and is used for that reason, because it tells the story of a cost system in a small shop, and its story is but a duplicate of what a system in a larger shop can tell.

A "Charity" Job.

Did you ever print a program for a local entertainment, where there were a list of speeches, the latest songs with names of composers that emptied the "z" box, and the "caste" of characters in a play and maybe a "menu" on one page?

What printing-office in the entire country has not had at one time or another just such a job, putting the best man on it to get up something "artistic"? The larger part of the town will be present to hear the exercises, and the printer must needs display his finest art properly to advertise himself as a "fancy job printer." The imprint must be on the back page, sure.

The last year's issues of THE INLAND PRINTER are brought forth, and the specimen department carefully gone over until a striking design is found that will work in with the reading-matter, and then there is a scurry for material, and a general cussing when one corner-piece is missing to

complete the border design. Everybody in the shop hunts for it, and it is finally found where Johnny had been using it to hold his copy so the wind wouldn't blow it away.

After the title-page is set and proof pulled, every one in the shop must take a look at the proof and pass judgment on it, while the creator stands to one side and proudly looks on, or nervously cleans the type with the benzin brush waiting for the critics either to condemn or say "it will do."

It is the one piece of art work that goes out of the shop that week. Matilda Jones' wedding announcement and the ten thousand run of bill-heads for the leading merchant — which are big jobs — fall by the wayside and become a measly second when the program enters the field.

When it comes to billing the job, the proprietor is at a loss. He knows the pride the boys have put in the work, and that the job is worthy of his shop; and he also knows he had special stock for the job, so that it would look artistic, and not only that, but the entertainment is for the "good of the cause," and he must be reasonable. He thinks that surely the job is worth \$8, but, gosh! that seems to be a lot of money for five hundred dinky sheets of paper, and maybe \$6.50 is enough. Now, that's over \$1.50 a page for the work. No, that's pretty high, too. Well, it's for a good cause, and will help to bring in other work, so he guesses \$4.50 will be all right — but even that seems to be a lot of money for those fellows to pay for a luxury like a program, and maybe it is got up too good, and that's not their fault, so \$4 ought to be all that a program is worth, anyway.

So the job is billed at \$4, and the proprietor tries to forget, and hopes that he "came out all right" on the job. When this price is once made, his conscience is eased and jobs are taken at about the same price in the future, just because one job was done for that and was acceptable to all concerned.

As a matter of fact, program work has been one of the curses of the printing business, and if only the money that has been lost on this class of work alone could be recovered there would be a scarcity of mortgages on file for printing machinery.

No other class of work has been sold at such ridiculously low prices as the average program, and it seems to be a lack of nerve on the part of the printer to ask a right price, for fear of hearing —

"Good gracious! I didn't think they'd cost that much. Can't you do them cheaper than that?"

That is something a printer can hardly stand, so he makes a price to fit the other's pocketbook, to the depletion of his own.

It would be useless to write this without a concrete illustration, and so I have reproduced here the four pages of an ordinary program of the character most generally gotten out, and have obtained a record of costs on the job. The job was originally done some time ago, but I had it reprinted from the original manuscript by another concern so as to have two records of costs on the job, that I could be quite sure the time given was correct, and there was practically no difference between the two offices.

The reproduction will show that the job is not out of the ordinary, but just a plain piece of printing. The type was set 24 ems wide, and the page is 42 ems long. The size of the paper page was 8 by 5, cutting six out of 20 by 25 — 65 pounds. Antique cover cost 11¼ cents a pound. The total cost of the stock was \$1.25.

The job was run two pages at a time on 10 by 15 C. & P. Gordon Press, and delivered flat.

The record shows that the three program pages were set and made up by one employee in four hours, which included slight correction. The title-page was set up by another in

one hour — which is indeed quick work — but its simplicity accounts for that. It took fifteen minutes to lock up the two forms in the press ready to print.

Then comes a point many forget, and that is the cutting of the stock. It took fifteen minutes to jog, carefully cut and place on the press ready to be printed, the eighty-five sheets of cover. This is exceedingly fast time. If you don't believe it, try cutting that much paper into sheets 10 by 8, and see how much there is left of fifteen minutes from the time you start to count the paper until the time you have the pieces all neatly piled up ready to be printed.

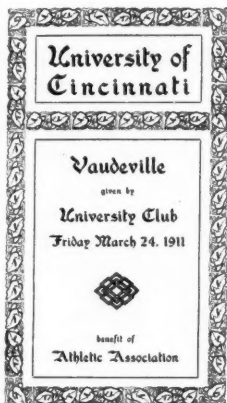
... Program ...

H. The Y. W. C. A. PRESENTS
"Jumping Jack Dance"
UNDER DIRECTION OF MISS HELEN STAPLEFORD
Eddie Kewchert Virginia Renshaw
Frank Cline Gertie Renshaw
Dorothy Kendall Emma Dyer, Accompanist

I. Sigma Sigma PRESENTS
"A Hard Night's Study"
Liz Johnson Frank Mitchell
Ruth Hirsch C. H. Hall
Alma Hall W. Hirsch

J. Literary Society PRESENTS
"The Elopement"
Moving Picture
CAST
The Tey Soldiers Ruth Cline
The Tey General Anna Reed
The Tey Captain Gordon Wall
The Tey Hero Eddie Smith
The Tey General Katherine Gordon
The Tey Daughter of Tey General Mary L. Rutter
The Wife of Tey General Evelyn Stevenson
The Tey Earl Blue Elder
The Tey Dorothy Kendall

Postals Co-Op. Orchestra



If you cut the time in two — which is ridiculous — you can't even get the cost down to anywhere near the figure that this class of work is sold for.

There is no need of the printer being so charitable as to take real money out of his pockets in order that a few persons who wish to appear in the limelight on some program can have their cravings satisfied. The entertainment will be just as good without the program, and the printer the richer. But that is hardly the worst part of it. So filled with enthusiasm over the program, many county printers put the whole mess, just as set up, in their columns

... Program ...

A. Overture Co-Op. Orchestra

B. Blue Hydra PRESENTS
"Them's the Dean's Orders"
ACT I. The Invitation
ACT II. The Field Trip
CHARACTERS
Judge 1. Wm. Faythoff
Judge 2. H. Cloud
Judge 3. H. Shaffer
Witness E. Barker
L. Rollins
The Jury R. R. R.
Mastery E. G. G.
Barker E. G. G.
Attendant B. Hance
Deputies E. Plunkerton
The Sheriff J. Kewchert
The Gamester H. Shaffer
George

C. U. C. Dramatic Club PRESENTS
"Rehearsing Under Difficulties"
One Act Comedy
CHARACTERS
Walter Raymond John T. Russell
Sally Raymond, his wife Clara E. Riva
Patron, her maid Florence A. Russell
SCENE: A room in the Raymond House
TIME: Present

... Program ...

D. Snake Kennedy—in songs

E. Pi Kappa Alpha PRESENTS
"An Agony"
A Home Play
Translated from the original Greek by Dr. Tom. Dick or Henry
Staged by Pi Kappa Alpha
CHARACTERS
The Golden A Dancer Judge Shaffer
King Cyrus Karl Wagner
Try to See Us George Walker
Ann Agony Fred Lester
Hue Hue
Capit Dick Sterling
Solomonides Duke Starr
Mowmaw Ed. Monahan
The Darkum Ball Bill Hall
Gersh Walter Monahan
Tabby Ann
Sherry Fox

F. French Club Presents Miss Leslie Hendshaw in
"Cafe Chanson"

G. The Mandolin Club of U. C.—in near music

Character of Work on Which Most Printers Lose Money. The Cost of This Four-page Program Was \$10.

It took forty-five minutes to set the pins, make ready, show press proofs and be sure that everything was all right — margins, squaring up, right ink, and impression-screws all right, and every letter printing, for each of the two forms.

The printing took thirty minutes for each form, and in all two and one-half hours was consumed in the printing.

Taking the average hour costs as reported over the country (see Secretary Heath's report at the United Typothetae Convention), which I am sure is none too low for the average small office, let's see what the cost of this job of programs will be, and what price it should bring if a fair profit were added to it. The average hour costs are: composition, \$1.20; job press, 80 cents; cutting stock, \$1.20.

The record on the job looks about like this:

	Cost.
85 sheets, 20 x 25 — 65, Antique Lucknow cover, at 11 1/4 c.....	\$ 1.25
Hand composition, 5 1/4 hours, at \$1.20.....	6.30
Job press, 2 1/2 hours, at 80c.....	2.00
Ink.....	.15
Cutting, 1/4 hour, at \$1.20.....	.30
Total cost.....	\$10.00

Instead of being worth \$4.50, or \$6.50 or \$8, the job really costs \$10 to produce! And that without a single cent of profit. I have known of cases where such a job has been sold as low as \$3, and even lower. If twenty-five per cent is added to the total cost, the selling price of five hundred four-page programs should be not less than \$12.50. Think of the thousands that are being printed for less than half this sum!

The time required to do this work can not be denied. It was proven in two shops, and I believe in the average shop it will take even longer. The job is nothing difficult; it is quite plain, and selected just for that reason.

as a free advertisement! The gods surely groan when this occurs. And yet the typefoundries and supply men expect printers to pay their bills! They should be charitable, too.

KOHLSAAT AGAIN AT THE HEAD OF THE INTER OCEAN.

The Chicago *Inter Ocean* of October 10 announced that Herman H. Kohlsaat, after an absence of eighteen years, had again assumed control of the paper, having purchased the stock of George Wheeler Hinman, who, it is said, will retire from Chicago journalism. The paper will continue to be stalwart Republican, and its readers are promised a persistent and consistent fight against such features of progressivism as the referendum and recall.

Typographically, Mr. Kohlsaat has banished the sensational heads and heavy type-faces on the front page, and printers are expecting to see the *Inter Ocean* gradually become more like the *Record-Herald*, *Post* or Frank McLaughlin's *Philadelphia Times*.

Since his previous connection with the *Inter Ocean* Mr. Kohlsaat has presided over the destinies of the Chicago *Times-Herald* (now the *Record-Herald*) and the Chicago *Post*. His name ceased to appear in the editorial columns of the *Record-Herald* about the time it became mixed up in the Lorimer-Hines controversy, and it is generally understood that his connection with the paper was nominal during the past year.

The consequent reorganization of the *Record-Herald* force results in James S. Seymour, formerly of the New York *Evening Post* and the New York *Commercial Advertiser*, assuming the position of president, publisher and editor, while A. D. Mayo leaves the advertising department to take the business manager's chair.



BY R. T. PORTE.

Again "Preserving" Type.

A writer to this department refers to a recent article on "Preserving Type," and states that he used practically the same method, but instead of sacks he used the cheap folding cartons of a standard size. This, we believe, is an added advantage, as the carton is less liable to be damaged in handling than the sack, and has all the dustproof qualities of the other.

Those interested are referred to the June number of THE INLAND PRINTER, page 403, where a complete description is given of a safe, cheap, convenient and dustproof method of storing type.

"Letting Up."

The printing industry has just passed through a trying period, as never before has business been so universally dull as it has been the past summer—in fact the past twelve months. That there have not been more failures among printers is something incomprehensible, yet they have weathered the storm, and very few failures have been reported or price-cutting crusades started.

Aside from the strictly business aspect of the situation, there have developed conditions that have much to do with productive efficiency—conditions that came home very forcibly to printers using cost systems. One such printer puts it very plainly in a letter to this department:

"We have just gone through a dull spell, and several very serious things have come up that we are beginning to find out. We did not care to discharge our help when the work dropped off, and only laid a few off, but kept most of our people on the pay-roll. There was not much work to do, so we slacked up a little and the boys took their time in doing things. We did not consider the seriousness of this until we began to get returns on some of our work, which showed an abnormally high cost. It then struck us that we could not charge our customers for this, and we had somewhat of a problem to solve. Our men did not want to lay around and do nothing, so stretched their work, but the result was bad for our costs. What is your idea?"

Here is quite a problem, and, looking at fundamentals, the average proprietor has only himself to blame when employees string a job along to fill in time.

Nothing seems to fill the soul of the average owner of a print-shop with so much grief as to see two or three of his people sitting around doing nothing. He has the blues, dumps, grumps and grouches all at once, and everybody around feels uneasy. So the tendency is to "keep busy" at any risk, for the boss will not be wise.

This means a letting down of speed, a slackening that is very harmful and wasteful as well. The increased cost is bound to come, and is absolutely wrong.

The cost system is teaching the fallacy of this, and is able to show, where mere words fail, that the workman

should do his work, during dull or busy seasons, at the same speed, and when there is nothing to do, do it. The proprietor or superintendent will soon be able to figure this out for himself, and will not frown or get the dumps when the bunch starts in the morning and cleans up the work at record speed and loafs the afternoon. It is better all around, as the workmen will keep their gait and be ready to handle any proposition that comes up. Besides this, the estimator will not tear his hair in trying to figure out why his averages fall down so far on the job.

One proprietor who faced just such a situation solved the question to his satisfaction. He did not care to let his crew go, so decided to lay off day by day in rotation such men as he did not need, always keeping a few in case of emergency. He made an agreement with the men that they were never to receive less than three-quarters pay in any one week, and should hold themselves in readiness to go to work at any moment. The *esprit de corps* of the men was retained, the trying dull season satisfactorily ended, and when the rush came the trained men were on hand to handle the work with the usual speed.

It is true that the hour costs ran up, but the law of averages will make up for it, and while the costs during the busy season will be lower, the owner will use an average that will cover the high costs and his customers will be benefited, as the work will be done by men who are regular employees and understand the work through years of service. This problem is going to present itself at some time to every owner of a printing-office running a cost system. The only solution seems to be, as shown by the light of experience, that the work must be finished in as quick a time as possible, whether during a busy or dull period. It is not the workman's fault if there is no work, and conditions should not be such that he will string his work to kill time.

"Dope."

Figuring there are ten thousand cylinder or job pressmen in the United States, as a very conservative estimate, it can be safely said there are ten thousand "secret" formulæ to be used in ink to make it "work." The only trouble with that sentence is that it is a little mild—not quite up to the standard of veracity that should be necessary in conducting this department—but it's near the truth, anyway.

Every pressman seems to have it in his system that he knows just how to "fix" ink for the press, and has on his ink-shelf a handy bottle of some secret concoction which outdoes all the magic potions ever written about in the past. He is not content with taking ink made by experts, and using common sense by putting it in the press and using it for the purpose intended. The sight of the thick, delicious-looking mass appeals to him, and the mysteriousness of such a thing as spreading this stuff thinly over type and

leaving it in lovely design and color on the paper also appeals to him, and he is not content to let it go at that, but must add his mite to the mixture.

That is where the inkmaker begins to tear his hair! And the proprietor of a print-shop uses unprintable language because the ink isn't any good!

Just think of a pressman holding a press an hour while he dopes ten pounds of red ink by adding a reducer — or a thickener — on a slab with a knife or paddle or any old thing, when the inkmaker would gladly make the ink the right degree of softness in five minutes in an ink mill made for the purpose.

Some pressmen want their ink like rubber so they can "reduce" it — others like water so they can add lard, paraffin, magnesia, or maybe talcum powder, to make it *work* right. The time wasted by these ten thousand pressmen in a year, uselessly doping ink that is made right in the first place, would add a very tidy sum to the profits of the printers of the country. It would at least pay all the expenses of one national printers' organization for some time to come. Each pressman seems to glory in his special "dope" and doesn't understand why other pressmen succeed in printing a single thing without their great and wonderful secret potion, which must be added to all inks alike — cheap or high-grade.

There's the celebrated secret "dope" which turns the duldest of dead-colored ink into the most shiny, polished gloss imaginable.

There's the sure-pop "dope" that stops all "picking" and never fails.

There's the everlasting "dope" to put on the press and the ink will never dry on the rollers — no, never.

There's the rapid "dope" which makes any old kind of ink dry on the paper instantly, and never an offset on the blackest of black cuts.

There's the rich-cream "dope" that makes the thinnest ink into the consistency of heavy mud and still prints in the greatest manner possible.

There's the limpid "dope" that "cuts" the heaviest ink and spoils not its quality, and the fountain can be left wide open and no damage done.

There's the secret "dope —"

But why go on? They are all the best and only, and the average inkmaker's files are bursting with letters from pressmen who will sell their secret at a fabulous price, and it will cure all the ills of the inkmaker.

And the funniest part — or saddest, as you look at it — is that these "secrets" are so near alike. They most all consist of such common things as coal-oil, glycerin, lard, magnesia, cobora, chloroform, ether, vaselin, linseed oil, machine oil, wagon grease — and oil of wintergreen. Not one of these secret mixtures is complete without this last item; by no possibility could they be a success without "ten drops of oil of wintergreen" added. It seems to be the one real necessity that must in all cases be in each of these "secret" potions, but in vain have we tried to find out what for, except that it smells nice. The amount is always so small it can't do any good, but is just enough to give a "tone" to the mixture.

In viewing the whole matter, considering the "dope" problem from every standpoint, we believe that oil of wintergreen is the stuff that is needed, and would suggest, if "flavor" must be added to ink, that, to save time in the pressroom hereafter, all pressmen pour a few drops of oil of wintergreen in their shoes each morning before going to work, and it will save them much hard labor, and perhaps do more good than adding a like amount to the ink they use during the day.

"Checking."

It is no light task to keep track of the pages of a large catalogue or book in its different processes of composition, and to try to retain it all in your memory so that there will be no hitch is a feat very few can accomplish.

If it is a catalogue and there is a particular rush on the job, it is necessary to get the copy into the hands of the compositors at the earliest moment. The copy will not come in order, and pages in the back of the book are liable to be ready before those of the front part. Some cut will be missing in a certain page, holding up a whole form otherwise ready to go to press. When the pages have to be sent to the foundry for electrotypes, the complications that may arise are even worse, and unless the superintendent has a level head he will be in a sweet mess in a very short time. The greater the rush, the more delays and mishaps, until it looks as though the thing will never get to press.

After going through the torture of several large catalogues and editions of large books, and trying by every conceivable method to rush things, keep track of what was coming in, what was set, what was sent to the foundry, whether a certain signature was ready to go to press, and looking after a hundred — it seemed to him a million — other things, one superintendent devised a simple and ingenious method of keeping tab on the work with the minimum of labor, which tells at a glance just the progress he is making with a job, and enabling him in a second to answer any question about the work. This superintendent made a table of signatures of sixteens, numbering each sixteen from 1 up to 129 — totaling 2,064 pages. Each signature he ran across the page, but put the numbers of all pages on the inside form in black figures, linking the corresponding pages by hyphens. Sufficient room was left between the figures so that he could make any notation he desired, thus being able to know the conditions of each signature.

(1)	1-16	17-32	33-48	49-64	65-80	81-96	97-112	113-128	129-144	145-160	161-176	177-192	193-208	209-224	225-240	241-256	257-272	273-288	289-304	305-320	321-336	337-352	353-368	369-384	385-400	401-416	417-432	433-448	449-464	465-480	481-496	497-512	513-528	529-544	545-560	561-576	577-592	593-608	609-624	625-640	641-656	657-672	673-688	689-704	705-720	721-736	737-752	753-768	769-784	785-800	801-816	817-832	833-848	849-864	865-880	881-896	897-912	913-928	929-944	945-960	961-976	977-992	993-1008	1009-1024	1025-1040	1041-1056	1057-1072	1073-1088	1089-1104	1105-1120	1121-1136	1137-1152	1153-1168	1169-1184	1185-1200	1201-1216	1217-1232	1233-1248	1249-1264	1265-1280	1281-1296	1297-1312	1313-1328	1329-1344	1345-1360	1361-1376	1377-1392	1393-1408	1409-1424	1425-1440	1441-1456	1457-1472	1473-1488	1489-1504	1505-1520	1521-1536	1537-1552	1553-1568	1569-1584	1585-1600	1601-1616	1617-1632	1633-1648	1649-1664	1665-1680	1681-1696	1697-1712	1713-1728	1729-1744	1745-1760	1761-1776	1777-1792	1793-1808	1809-1824	1825-1840	1841-1856	1857-1872	1873-1888	1889-1904	1905-1920	1921-1936	1937-1952	1953-1968	1969-1984	1985-2000	2001-2016	2017-2032	2033-2048	2049-2064	2065-2080	2081-2096	2097-2112	2113-2128	2129-2144	2145-2160	2161-2176	2177-2192	2193-2208	2209-2224	2225-2240	2241-2256	2257-2272	2273-2288	2289-2304	2305-2320	2321-2336	2337-2352	2353-2368	2369-2384	2385-2400	2401-2416	2417-2432	2433-2448	2449-2464	2465-2480	2481-2496	2497-2512	2513-2528	2529-2544	2545-2560	2561-2576	2577-2592	2593-2608	2609-2624	2625-2640	2641-2656	2657-2672	2673-2688	2689-2704	2705-2720	2721-2736	2737-2752	2753-2768	2769-2784	2785-2800	2801-2816	2817-2832	2833-2848	2849-2864	2865-2880	2881-2896	2897-2912	2913-2928	2929-2944	2945-2960	2961-2976	2977-2992	2993-3008	3009-3024	3025-3040	3041-3056	3057-3072	3073-3088	3089-3104	3105-3120	3121-3136	3137-3152	3153-3168	3169-3184	3185-3200	3201-3216	3217-3232	3233-3248	3249-3264	3265-3280	3281-3296	3297-3312	3313-3328	3329-3344	3345-3360	3361-3376	3377-3392	3393-3408	3409-3424	3425-3440	3441-3456	3457-3472	3473-3488	3489-3504	3505-3520	3521-3536	3537-3552	3553-3568	3569-3584	3585-3600	3601-3616	3617-3632	3633-3648	3649-3664	3665-3680	3681-3696	3697-3712	3713-3728	3729-3744	3745-3760	3761-3776	3777-3792	3793-3808	3809-3824	3825-3840	3841-3856	3857-3872	3873-3888	3889-3904	3905-3920	3921-3936	3937-3952	3953-3968	3969-3984	3985-4000	4001-4016	4017-4032	4033-4048	4049-4064	4065-4080	4081-4096	4097-4112	4113-4128	4129-4144	4145-4160	4161-4176	4177-4192	4193-4208	4209-4224	4225-4240	4241-4256	4257-4272	4273-4288	4289-4304	4305-4320	4321-4336	4337-4352	4353-4368	4369-4384	4385-4400	4401-4416	4417-4432	4433-4448	4449-4464	4465-4480	4481-4496	4497-4512	4513-4528	4529-4544	4545-4560	4561-4576	4577-4592	4593-4608	4609-4624	4625-4640	4641-4656	4657-4672	4673-4688	4689-4704	4705-4720	4721-4736	4737-4752	4753-4768	4769-4784	4785-4800	4801-4816	4817-4832	4833-4848	4849-4864	4865-4880	4881-4896	4897-4912	4913-4928	4929-4944	4945-4960	4961-4976	4977-4992	4993-5008	5009-5024	5025-5040	5041-5056	5057-5072	5073-5088	5089-5104	5105-5120	5121-5136	5137-5152	5153-5168	5169-5184	5185-5200	5201-5216	5217-5232	5233-5248	5249-5264	5265-5280	5281-5296	5297-5312	5313-5328	5329-5344	5345-5360	5361-5376	5377-5392	5393-5408	5409-5424	5425-5440	5441-5456	5457-5472	5473-5488	5489-5504	5505-5520	5521-5536	5537-5552	5553-5568	5569-5584	5585-5600	5601-5616	5617-5632	5633-5648	5649-5664	5665-5680	5681-5696	5697-5712	5713-5728	5729-5744	5745-5760	5761-5776	5777-5792	5793-5808	5809-5824	5825-5840	5841-5856	5857-5872	5873-5888	5889-5904	5905-5920	5921-5936	5937-5952	5953-5968	5969-5984	5985-6000	6001-6016	6017-6032	6033-6048	6049-6064	6065-6080	6081-6096	6097-6112	6113-6128	6129-6144	6145-6160	6161-6176	6177-6192	6193-6208	6209-6224	6225-6240	6241-6256	6257-6272	6273-6288	6289-6304	6305-6320	6321-6336	6337-6352	6353-6368	6369-6384	6385-6400	6401-6416	6417-6432	6433-6448	6449-6464	6465-6480	6481-6496	6497-6512	6513-6528	6529-6544	6545-6560	6561-6576	6577-6592	6593-6608	6609-6624	6625-6640	6641-6656	6657-6672	6673-6688	6689-6704	6705-6720	6721-6736	6737-6752	6753-6768	6769-6784	6785-6800	6801-6816	6817-6832	6833-6848	6849-6864	6865-6880	6881-6896	6897-6912	6913-6928	6929-6944	6945-6960	6961-6976	6977-6992	6993-7008	7009-7024	7025-7040	7041-7056	7057-7072	7073-7088	7089-7104	7105-7120	7121-7136	7137-7152	7153-7168	7169-7184	7185-7200	7201-7216	7217-7232	7233-7248	7249-7264	7265-7280	7281-7296	7297-7312	7313-7328	7329-7344	7345-7360	7361-7376	7377-7392	7393-7408	7409-7424	7425-7440	7441-7456	7457-7472	7473-7488	7489-7504	7505-7520	7521-7536	7537-7552	7553-7568	7569-7584	7585-7600	7601-7616	7617-7632	7633-7648	7649-7664	7665-7680	7681-7696	7697-7712	7713-7728	7729-7744	7745-7760	7761-7776	7777-7792	7793-7808	7809-7824	7825-7840	7841-7856	7857-7872	7873-7888	7889-7904	7905-7920	7921-7936	7937-7952	7953-7968	7969-7984	7985-8000	8001-8016	8017-8032	8033-8048	8049-8064	8065-8080	8081-8096	8097-8112	8113-8128	8129-8144	8145-8160	8161-8176	8177-8192	8193-8208	8209-8224	8225-8240	8241-8256	8257-8272	8273-8288	8289-8304	8305-8320	8321-8336	8337-8352	8353-8368	8369-8384	8385-8400	8401-8416	8417-8432	8433-8448	8449-8464	8465-8480	8481-8496	8497-8512	8513-8528	8529-8544	8545-8560	8561-8576	8577-8592	8593-8608	8609-8624	8625-8640	8641-8656	8657-8672	8673-8688	8689-8704	8705-8720	8721-8736	8737-8752	8753-8768	8769-8784	8785-8800	8801-8816	8817-8832	8833-8848	8849-8864	8865-8880	8881-8896	8897-8912	8913-8928	8929-8944	8945-8960	8961-8976	8977-8992	8993-9008	9009-9024	9025-9040	9041-9056	9057-9072	9073-9088	9089-9104	9105-9120	9121-9136	9137-9152	9153-9168	9169-9184	9185-9200	9201-9216	9217-9232	9233-9248	9249-9264	9265-9280	9281-9296	9297-9312	9313-9328	9329-9344	9345-9360	9361-9376	9377-9392	9393-9408	9409-9424	9425-9440	9441-9456	9457-9472	9473-9488	9489-9504	9505-9520	9521-9536	9537-9552	9553-9568	9569-9584	9585-9600	9601-9616	9617-9632	9633-9648	9649-9664	9665-9680	9681-9696	9697-9712	9713-9728	9729-9744	9745-9760	9761-9776	9777-9792	9793-9808	9809-9824	9825-9840	9841-9856	9857-9872	9873-9888	9889-9904	9905-9920	9921-9936	9937-9952	9953-9968	9969-9984	9985-10000
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Showing Method of "Keeping Tab" on Type Pages.

When the completed copy for a page or number of pages comes he puts a ring around the page numbers. If it is a job containing cuts, he carefully checks the cuts with the requirements of the copy, and if all are there, the ring suffices. Should one cut be missing, but it is desirable to go ahead on the page, a red circle is put around the number, and when the cut comes it is indicated by using black over the red.

When the page is set and proof sent out a dot is put either before or after the number, and when it is returned it is changed to a check-mark (✓). After the page has received its final corrections and is ready to go to the foundry a slanting line (/) is put over the number, and when the plate comes back another line is put over the number, making a cross (X), which shows that the page is ready for the press.

If the job is run in sixteens and backed by opposite sixteens, making a complete thirty-two, all the pages indi-

ated by black figures go to press — or the light ones, if ready first. The table indicates what the pages are, and only a glance at it shows just what pages have been completed and no question or doubt can be raised.

If an "eight" in signature 1 is ready, and an "eight" in signature 5, they can go to press, and be backed up by signatures that are ready later.

Much valuable time can be saved by the simple use of such a table, and it is handy in more ways than the one described here.

It will be noticed that the sixteens are divided into sections of three and numbered on the right side. This is for convenience in packing plates. Boxes are made to hold forty-eight unmounted plates, and numbered according to the figures at the right. Thus any page can be easily found by referring to the table and the box number, avoiding the necessity of opening the wrong box to find the desired page. In a book of one hundred or two hundred pages it is easy to keep track, but when it is liable to get up into the five hundreds, as in many books, such a table is exceedingly useful.

It is impossible to reproduce the table in its entirety here, but enough is shown to give a general idea, and it can be easily carried out to a larger number of pages.

Such things as this — simple in the extreme — help to make real productive efficiency. They also make life more pleasant for everybody connected with work in a printing-office.

LOVERS HAVE ACCIDENTS.

She stood, calm and majestic, awaiting his arrival. As he entered the room she threw him a sharp glance. A little embarrassed, he scattered his eyesight, whereupon she flung him a bitter taunt. Goaded beyond endurance, he hurled invective, and she burst into tears. Then his voice broke; she cast down her eyes, her face fell, and she dropped her hands at her side.

He lost his head, his temples were overturned and his courage oozed out at his finger ends. He was beside himself, and stood rooted to the spot. She crushed him with a look, and he was all broken up.

She, too, was terribly upset and went all to pieces.

By chance the parlor maid entered.

Seeing the débris, she swept the room with a glance and immediately dusted.—*Chicago Record-Herald*.

CHARLES DICKENS' WRITING.

The easily read writing of Charles Dickens — if not its beauty of outline — was probably a legacy of his early days when, as he says himself, he was "the best and most rapid reporter ever known." He had to hurry to and from country meetings by coach and postchaise, and to transcribe his notes "by the flickering aid of a carriage-lamp over roads that almost jumped me out of my seat." The result was a handwriting in which every letter was perfectly formed. The Dyce and Forster collection at South Kensington contains many specimens of Dickens' beautiful and microscopic hand, which, although the pages are plentifully interlined, made excellent copy for the compositor.—*London Chronicle*.

MISSING LABELS.

"There's only one thing I've got against the *Congressional Record*," said Farmer Cornloss. "You refer to its occasional suspension of publication?" "No. It's kind o' misleadin'. A lot of the speeches our Congressman makes about himself ought to be marked 'adv.'"—*Washington Star*.



A DAY OFF.

Photograph by J. E. Fuller, Barron, Wisconsin, courtesy of W. F. Durnal, *Barron County Shield*, Barron, Wisconsin.

To have my dearest wish
I take my rod, and fish,
'Mid the daisies in the spring
Or the goldenrod in fall.
The months there is no fishin'
I peter out in wishin'
For the happy, happy hours
And the woodland's dreamy call.

To wade in swirling streams
Or to revel in my dreams
A-sitting on the bank
With my rod for companie.
Just me and earth and heaven,
And in my soul a leaven,
Restoring joy in living
With a spirit bright and free.—A. H. M.

OPPOSITES.

The dapper little ribbon-clerk gazed languishingly into the dark eyes of the handsome brunette waitress.

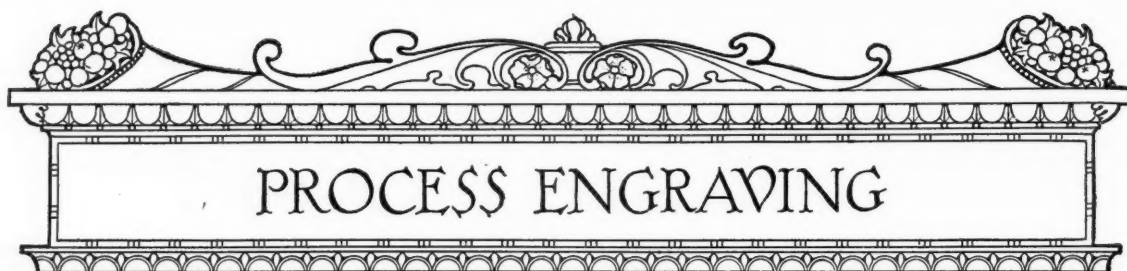
"Isn't it wonderful," he gurgled, "how opposites seem to be attracted to each other?"

"It sure is," agreed the beauty. "I noticed only to-day that the tallest man at the lunch-counter ordered shortcake."—*Lippincott's*.

A GORY MOMENT.

"What's the matter with Briggs?"

"He was getting shaved by a lady barber when a mouse ran across the floor."—*Life*.



BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Etching on Maple and Apple Wood.

C. K. S., Poster Printery, San Francisco, writes: "Can you inform me of any acid or solution that will or can be used for making rough etchings on maple or apple wood suitable for printing from?"

Answer.— This might be termed a knotty problem. Let us see which one of our readers will be first to solve it.

Iodid of Potassium Substitute.

In the July INLAND PRINTER, page 569, a substitute for expensive iodid of potassium was given. Now a writer in *Process Work* says: "As to a substitute for iodid of potassium in the cutting solution for negatives I am still waiting to hear of a cheaper method than the following: A few drops of perchlorid of iron in about two ounces of water, flowed on the negative before intensification, renders the image capable of being acted on and soluble in the cyanid fixing bath. It is equally suitable for half-tone and line."

Yellow Stains in Negatives.

"Photographer," Atlanta, Georgia, sends a stripped half-tone collodion film which, when laid on a piece of white paper and looked on with reflected light, shows a decided yellow color slightly stronger in one corner. In the letter accompanying it he says he has been troubled much of late with this yellow stain, particularly on rush newspaper work. He asks for the cause of it.

Answer.— The word "rush" in the letter explains the cause. The negative is rushed through without washing out the excess of copper intensifier not taken up by the image. This sulphate of copper, with a slight trace of silver, probably remains unwashed from the collodion film, and the sodium sulphid combines with it and makes the yellow stain that can be removed only with an acid. Plenty of washing is the remedy, but as that is out of the question in rush newspaper work the stain danger can be minimized by using collodion as thin in body as possible. Fix well. After using the copper and before blackening, flow with a weak nitric acid solution and then use fresh sodium sulphid that has been kept in well-stoppered bottles. Stale sulphid solution is the chief cause of yellow stains.

Color Process Improvement.

E. H. Gamble, of New Zealand, has patented a process of making color-record negatives that has apparent possibilities. *Process Work* thus describes it: "The inventor takes thin negatives of the picture through each of the color-filters. These negatives he projects back on the picture again by means of a lantern, taking care to get the negative image in exact register with the picture. The effect is, that the whites seem to be covered with a light-

gray tint, which also covers more or less all parts, except the color which is transparent in the color-record negative. While the original is thus illuminated with the lantern the original is photographed as usual through the tri-color filters in succession to obtain the half-tone negatives for blockmaking or lithography. The result is that negatives are produced with the correct color effect for each of the three printing-plates. It will be well understood that this saves the greater part of the fine etching which has to be done to remove the flatness caused by the overlapping half-tone tint on the lighter parts." The means for carrying out the invention are of the most simple character, involving nothing more than a lantern, which also serves as a camera for taking the projection negatives. This lantern is attached to the copying stand of the ordinary half-tone camera by means of a sliding base, fixed at an angle of about forty-five degrees. The projection negative image is of a trapezium shape when taken, but when projected back at the same angle it is, of course, converted, and exactly registers with the original. Besides the primary object of colorwork, the process is particularly suitable for obtaining high-light effects. The inventor intends to demonstrate his process in this country.

Photogravure in Lines in the United States.

"Publisher," Boston, writes: "My pressroom foreman says THE INLAND PRINTER can give some information I am seeking. I want to get approximate dates as to when photogravure plates were first engraved in lines in the United States. I know that grain photogravure is old, but my understanding is that making photogravures with a half-tone screen has only been in use for, say, five or six years. At least I did not see any before that time, and I have watched printing developments closely."

Answer.— The writer has several photogravure prints made through a wavy-line half-tone screen by Gen. Frederick W. Von Egloffstein in 1868, when he was managing the Heliographic Engraving & Printing Company, which concern occupied a whole building at 135 West Twenty-fifth street, New York. It was expected at that time that the United States Government bank-notes would be engraved in that way to prevent counterfeiting. The Von Egloffstein photogravures were beautifully executed. W. H. Gilbo, the pioneer engraver by photogravure in this country, engraved a set of illustrations from wash drawings by Alfred Kappes for "Idyls of the King" through the use of a ruled screen. They were copyrighted by Pollard & Moss, in 1885. Many of those photogravures are as beautiful in effect as anything engraved to-day in a similar manner. W. H. Bartholomew, of Brooklyn, whose relief-plate half-tones were sought by magazine publishers some years ago,

engraved with a half-tone screen on a cylinder in 1906 the illustrations for "Rosemary in Search of a Father," published by McClure, Phillips & Co., and copyrighted in 1906. These illustrations were rotary photogravures printed from the copper roll by Joseph Stark, and have some historical interest even now.

Rotary Photogravure and Offset.

T. W. L., New York, asks: "Why do not some of the rotary-photogravure printers combine the rotary photogravure engraved roll with the offset press, and then they could print on any old thing in the way of a rough surface? I have drawings for such a press—rough drawings only. Would it be worth while to patent a press of that kind? If so I would work up the drawings, as I am a mechanical draftsman."

Answer.—This idea has been tried out before and is possibly in use now, though just where can not be recalled. All that would be gained is that certain rough surfaces might receive an impression that would sink further into the low spots in the surface, but such work is not worth constructing a special press for. The rich velvety tones in the shadows of a photogravure impression would be destroyed if offset from a rubber blanket. There is a new press in England called the "Renaissance," which does this very thing. It prints from a photogravure plate on to a rubber roll from which the impression is offset on paper. The photogravure on this press is made on thin sheet copper and drawn tight around a cylinder. As to your design for a press, draw it out by all means and have it dated and witnessed properly, which records the invention until you are prepared to apply for a patent.

Brief Answers to a Few Correspondents.

Middows Brothers & Co., London, can get the new "Monel" metal, mentioned for engravers' use in our May issue, from the International Nickel Company, 43 Exchange place, New York.

"Engravers," Chicago: It would be just as well not to publish here the size of your largest half-tone plate, for C. Angerer & Goschl, Vienna, have engraved a half-tone plate in one piece 48 by 40 inches with a 150-line screen, and comparisons would be odious, as the saying is.

"Inventor," Bridgeport, Connecticut: There have been several patents for methods of securing the size wanted on the ground glass, and at the same time have the image kept automatically in focus. If your device is practicable, by all means patent it, for there is need of such an invention.

G. H. S., Brooklyn, New York: It is not necessary to build a large skylight to illuminate copy by daylight for making three-color-record negatives. Color-plate makers who have skylights prefer to shut out the light and use open arc electric lights.

J. W. D., Cincinnati, Ohio: The arc of your electric lamp wanders all around the carbons because the carbons are too large for the quantity of electric current used. Use carbons of smaller diameter or grind one side of the present carbons flat.

Offset Plates and Retouching Them.

"Offset," Cleveland, writes: "Here is a curious thing that I wish I could find some explanation for: For many years I have been accustomed to drawing and retouching on grained litho stones, and now that I have to do the same work on grained zinc plates for the offset press I have trouble with the work leaving the zinc, though I use the identical crayons and autograph ink I always used on stone.

I am not a chemist or I suppose I could study it out for myself. I know another man who is up against the same trouble. We will be grateful if THE INLAND PRINTER can help us out."

Answer.—There is hardly enough information in this letter to formulate a remedy, though the following may be the difficulty: Lithographic crayon and lithographic autographic ink, or tusche, contains a large proportion of soap. The litho-crayon is usually one-half soap, while the tusche is composed of one-fourth soap. Now, if you are a lithographer, you usually etched your work with nitric acid and gum, and the reason for this was that you thus destroyed the lye in the soap and changed the soap into a substance insoluble in water. Soap, as you know, is soluble in water, so that if you go over your drawing or retouching on the grained zinc plate with water before etching you are liable to weaken the ink, because the soap in it absorbs water. You should keep water away from the work until the ink has first been treated with an acid of some kind to change the alkali in the ink to an acid. Phosphoric, oxalic or other vegetable acids are generally used. It is the writer's opinion that tusche should not be used on a grained zinc plate, anyway, and that the crayons and retouching fluids for the offset press should contain wax, grease and asphalt, but no soap, and the solvent for the inks should be turpentine and not water.

The Chromotype Process.

From St. Louis comes a book of samples of color-printing made from plates done by the chromotype process. The chromotype film, according to the circular, "is a highly transparent, noninflammable, fiberless sheet, having a sharply grained surface, not affected by atmospheric conditions and keeping its register perfectly. It is made in three degrees of grain—'velvet,' 'medium' and 'coarse.' The 'special' film is very thin and can be printed from either side, and the 'regular' used for lithographic transferring."

The value of the chromotype film is that when laid over any kind of copy a tracing can be made from the copy with either pen or pencil, and this tracing can afterward be utilized to make negatives without a camera that will be absolutely in register with the original copy, providing the tracing is made with care.

When the drawing or tracing is made on the chromotype film it is flowed with a red varnish and a negative developed with gasoline from which prints can be made on sensitized metal plates or stone. So that, with a print from any job, tint-blocks or color-plates may be made from it with great ease and exactly as the artist intends they should be.

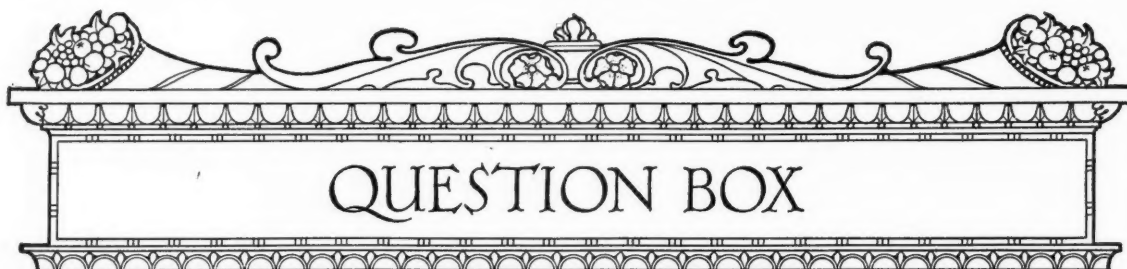
Every artist, engraver and lithographer should send at once for a sample book of work made by this process, so that he may see the various applications of the process and learn how it can be adapted to his own special line of work; for undoubtedly there are many new applications of this process that have not been discovered by the Chromotype Process Company, which concern controls the invention. The company's address is 804 Columbia building, St. Louis, Missouri.

SECOND SIGHT.

"Mamma, our governess can see in the dark."

"How do you know that?"

"Last night out in the hall I heard her tell father that he hadn't had a shave." — *Fliegende Blaetter*.



This department is designed to furnish information, when available, to inquirers on subjects not properly coming within the scope of the various technical departments of this magazine. The publication of these queries will undoubtedly lead to a closer understanding of conditions in the trade. All requests for information demanding a personal reply by mail should be accompanied by a self-addressed, stamped envelope.

"Advertising and Selling."

(1332) "Can you supply me with the address of the firm publishing *Advertising and Selling*?"

Answer.—No. 71 West Twenty-fifth street, New York.

Rags for Washing Presses.

(1340) "Can you give us the address of a concern from whom we can purchase rags for washing presses?"

Answer.—Ideal Sanitary Supply Company, 1930 Warren avenue, Chicago.

Maratta's Chromatoscope Chart.

(1329) "Where can I get Maratta's Chromatoscope Chart for matching colors to paper?"

Answer.—Philip Ruxton, Incorporated, 161 West Harrison street, Chicago.

Automatic Card Press Made in Chicago.

(1330) "Could you give me the address of a firm in Chicago that manufactures an automatic card press?"

Answer.—Automatic Printing Press Company, 216 South Jefferson street.

Pictures of Renowned Men.

(1323) "Kindly let me know where I can get sheet pictures of great American and European men, buildings, landscapes, etc."

Answer.—Trans-Atlantic News Service Company, 5 Beekman street, New York.

Carbonized Paper.

(1326) "Kindly advise us where we can purchase paper like sample [carbonized] enclosed. We have written a couple of firms, but they seem to have a monopoly on it."

Answer.—General Manifold & Printing Company, 727 South Dearborn street, Chicago.

Linotype Machinist's Journal.

(1331) "Will you kindly inform me as to where I can find a journal that is devoted exclusively to linotype machinists or makes a specialty of that department of the printing trade?"

Answer.—Typesetting Machine Engineers Journal, 23 Duane street, New York.

Pencil-printing Presses.

(1321) "Please advise me the address of some printing-supply house manufacturing a pencil-printing press for printing on round and hexagon pencils."

Answer.—Dunning Brothers, Incorporated, 64 Fulton street, New York; George W. Swift, Bordentown, N. J.; Blanchard Brothers Company, Incorporated, Davenport, Iowa; George Turner, Jr., Merchantville, N. J.

Stock Cuts for Nursery and Seed Catalogues.

(1341) "Can you furnish us with the address of engravers who make stock cuts for nursery and seed catalogues?"

Answer.—It is our information that engravers do not carry these in stock. They may be purchased of Vaughan's Seed Store, 31 Randolph street, Chicago.

"Kraft" Envelopes.

(1322) "Kindly inform us where we may obtain 'Kraft' envelopes, as we have quite a demand for them and have not been able to get them from our jobbers."

Answer.—All large envelope manufacturers. The Bourke-Rice Envelope Company, 507 West Jackson boulevard, Chicago, makes a specialty of "Kraft" envelopes.

Zinc Etching.

(1335) "Will you kindly send me the title, and, if possible, the price, of some standard practical work on zinc etching which describes the methods in detail? I am a printer and desire to increase my knowledge of the allied trades."

Answer.—"Line Photoengraving," by William Gamble. For sale by The Inland Printer Company; price, \$3.50.

Stock for Embossed Program Covers.

(1319) "Please send us several names of firms who have a stock of high-class embossed program covers. We have been in touch with a concern in New York, but its old line does not give us as high-grade a line as we are looking for."

Answer.—Penn Card & Paper Company, 20 North Sixth street, Philadelphia, Pa.; Butler Paper Company, 221 West Monroe street, Chicago.

"American" Line of Bank Pass-books.

(1339) "Will you kindly tell us what firm (and its address) manufactures the 'American' line of bank pass-books?"

Answer.—We have been unable to learn the name of the company making this particular line. The following concerns manufacture bank pass-books: J. B. Kunz Company, Incorporated, Huntingdon, Pa.; P. F. Pettibone & Co., 10 South La Salle street, Chicago; Shea Smith & Co., 320 Federal street, Chicago.

Tabular Work on Linotype.

(1333) "We have been favored several times in the past by you with advice, etc., on work in hand, and we take the liberty of again addressing you and trust you may be able to help us out of a difficulty. We have a great deal of work similar to the enclosed copy [tax receipt] and heretofore have been having it all wax-engraved, but this process

is very expensive and it is our opinion that such work could be done satisfactorily on the linotype, and we would ask your advice on the matter."

Answer.— Work of this kind can readily be done on the linotype.

Acid-spray Etching Machine.

(1325) "We understand that there is an acid-spray etching machine used by photoengravers. Would you be kind enough to give us the address of the people who make or handle this kind of machine?"

Answer.— Williams-Lloyd Machinery Company, 638 Federal street, Chicago; Graphic Arts Company, 1429 North Twenty-first street, Philadelphia, Pa.; Robert C. Kroll, Box 1181, St. Louis, Mo.; S. H. Horgan, Tribune building, New York.

Wax Plates for Engravings.

(1336) "Will you kindly inform me, at your earliest convenience, of whom I can secure a treatise on how to make wax plates or engravings from which electros may be made? Am very poorly informed on this subject, and will appreciate any information you feel disposed to give."

Answer.— We are unable to refer you to such a treatise. This work is done by the Globe Engraving & Electrotype Company, 711 South Dearborn street, Chicago. Possibly arrangements could be made with this concern to have one of your men taught the process at its plant.

Reprints of American-made Printing Machines.

(1338) "Being a subscriber to your very excellent trade journal, I would feel grateful if you could advise me as to where I could secure reprints (old ones) of American-made printing machines. A foreman-printer whom I correspond with in Ireland wishes to secure some, if possible."

Answer.— We do not quite understand what you mean by old "reprints." Possibly your correspondent desires to secure old copies of THE INLAND PRINTER containing information and illustrations of early American-built presses. We have a number of these on hand, the prices of which range from \$1 up, according to age.

Stringing Machine.

(1324) "Will you kindly advise us where we can get information as to who manufactures a stringing machine? We mean by this, a machine that will punch a hole in the corner of a booklet, loop and tie a string with one operation. We understand that there is one on the market which is leased by the maker and not sold. We would appreciate any information which you can give us."

Answer.— Joseph E. Smyth Company, 644 Federal street, Chicago. It is our understanding, however, that these machines are either sold or leased, as desired.

Sales-slip Printing—Accordion Folding.

(1334) "Will you please tell us what make of press the American Sales Book Company uses to print its sales slips, samples of which we enclose—long continuous strip; also the make of folder used to fold these slips, as per sample (what we call the accordion fold). We have never seen such a folder advertised and have been told that same is a patented invention of the American Sales Book Company, and not on the market. Is this correct?"

Answer.— We do not know what make of press the company referred to uses. Presses adapted to this particular work, however, are manufactured by the Kidder Press Company, care Gibbs Brower Company, 261 Broadway, New York; Meisel Press & Manufacturing Company, 946 Dorchester avenue, Boston, Mass.; Regina Company,

Marbridge building, New York. The Cleveland Folding Machine Company, Cleveland, Ohio, manufactures a folding machine of the kind you describe. We have no information as to the American Sales Book Company having a patented invention for making the accordion fold.

Imported Beveling Machines.

(1328) "One of our friends is trying to find out where he can get a machine to bevel such stock as calendars, photo mounts, heavy post-cards, etc., but wants at the same time to be able to put gold leaf on this bevel. If you can give us any information as to who makes such a machine as this we will appreciate it very much."

Answer.— Imported beveling machines are carried by Louis Dejonge & Co., 71 Duane street, New York; H. Hinze, Tribune building, New York. The Smith-Holmquist Company, St. Paul, Minnesota, manufactures beveling machines.

Journalism Taught by Correspondence.

Robert Elsmere, of Jackson, Michigan, writes THE INLAND PRINTER as follows regarding an inquiry which appeared in this department of the August issue: "I have just noticed in your Question Box of the August number of THE INLAND PRINTER a request for the address of a school which teaches journalism by correspondence. As an advanced student, I can heartily recommend the Page-Davis School, of Chicago, Illinois, Page building, Michigan avenue and Fortieth street. I am sure that they can teach all details in newspaper work, and I am confident, through experience with them, that they are competent instructors. Their course includes every phase of the work, from cub to the highest executive, and they will give their students a square deal and allow payment to be made on easy terms if desired. The student is required to do actual work, thus strengthening his power to produce results when the course is completed. The above answer is given to question No. 1153. As a subscriber to THE INLAND PRINTER I have taken this opportunity to help a brother printer, hoping that this information will reach him O. K. and that THE INLAND PRINTER will continue to thrive."

Clean Face on Big Type.

(1320) "(1) While casting hollow type from fifty-four-point to seventy-two-point, from pivotal machines (worked by hand), we do not obtain a clear face on the type. This gives bad printing. Please explain how to evade this difficulty with the component parts of the metals required for turning out as good type as the American Type Foundry's products. Samples are sent per separate post. (2) What process should be adopted to number both ends of measured brass rules? If any machinery is required for stamping, please let us know from which firm it is available."

Answer.— The casting of fifty-four-point to seventy-two-point type would be improved if the cores which are now used were done away with. These cores form an obstruction to the free flow of the metal, and therefore produce bad type. The chocker valve and pump should always be tight-fitting, and this has more to do with the result than the quality of metal. The metal you are using could be improved by the addition of tin, and made harder by the addition of antimony. A good metal for this type can be made from the following mixture: Seventy-five per cent lead, fifteen per cent antimony, ten per cent tin. (2) There are no machines on the market for numbering brass rule. The American Type Founders Company uses one, but hand-numbering is resorted to by most makers.



BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 34.

As this copy is being prepared the entries in Ad.-setting Contest No. 34 are coming in rapidly, but, as predicted last month, there will not be as many ads. as there were in the last contest, as the ad. is a much larger one, requiring more thought and labor, so there is no question but there will be sets enough to go around. As soon as the contest closes the ads. will be arranged in sets, and one of these will be sent to every contestant. If any contestant has not received his set of ads. by the time this issue of THE INLAND PRINTER reaches him, he should write me at once. It is doubtful if the result of the contest can be announced next month, as it takes considerable time to receive the selections of the contestants, ascertain the winners, and then secure their photographs, but everything will surely be in readiness for the January issue.

Advertising Rates for a Circulation of 1,500.

It is difficult to compile advertising rates that will apply to papers of the same circulation in different parts of the country. The following letter from A. L. Lindbeck, one of the proprietors of the Medford (Okla.) *Star*, demonstrates this, as the card he describes as "ridiculously low" was criticized by another publisher as being too high:

Inland Printer, Chicago, Illinois:

MEDFORD, OKLA.

GENTLEMEN,—I have been watching THE INLAND PRINTER and other trade journals for some time for a rate-card that would fit our circulation, which is about 1,500. In the January, 1912, issue of THE INLAND PRINTER there appeared a rate-card for a seven-column paper with a circulation of from 1,000 to 1,200. This card showed a rate as low as 6½ cents per inch on yearly contracts of a column space. This seems absurdly low to me, although some of the short-time rates are a little higher than we get. Can you give us a rate-card to meet the requirements of our circulation, figuring that the ad. changes every week? Also what discount would be proper for electros and plate-matter? Additional charges for special positions? And rates on open-space contracts? These are questions which have bothered us for a long time, and we have never been able to figure out a satisfactory answer to them. The *Star* is a six-column quarto, all home print. Yours truly,

A. L. LINDBECK.

Two cards are given below, one of which should meet the requirements of the *Star*. The first card would ordinarily be recommended for a circulation of 1,500, but if higher rates can be secured the second card should be adopted:

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch.....	\$.40	\$.70	\$1.05	\$1.35	\$3.55	\$ 6.10	\$10.25
2 inches.....	.70	1.35	1.95	2.45	6.10	10.25	16.75
3 ".....	1.05	1.95	2.70	3.35	8.15	13.50	22.00
4 ".....	1.35	2.45	3.35	4.15	10.25	16.75	27.00
5 ".....	1.70	2.95	3.95	4.95	12.00	19.50	32.00
6 ".....	1.95	3.35	4.55	5.75	13.50	22.00	36.00
8 ".....	2.45	4.15	5.75	7.05	16.75	27.00	45.00
10 ".....	2.95	4.95	6.75	8.35	19.50	32.00	53.00
20 ".....	4.95	8.35	11.25	15.75	32.00	53.00	86.00

Open-space contracts:

50 inches and less than 100 inches.....	\$.20
100 inches and less than 250 inches.....	.16
250 inches and less than 500 inches.....	.13
500 inches and less than 1,000 inches.....	.10
1,000 inches and over.....	.08½

	1 wk.	2 wks.	3 wks.	1 mo.	3 mos.	6 mos.	1 year.
1 inch.....	\$.45	\$.80	\$1.15	\$1.55	\$ 4.05	\$ 6.95	\$11.50
2 inches.....	.80	1.55	2.20	2.75	6.95	11.50	19.25
3 ".....	1.15	2.20	3.05	3.80	9.30	15.50	26.00
4 ".....	1.55	2.75	3.80	4.70	11.50	19.25	32.00
5 ".....	1.90	3.35	4.50	5.65	13.50	22.50	38.00
6 ".....	2.20	3.80	5.20	6.55	15.50	26.00	43.00
8 ".....	2.75	4.70	6.55	8.05	19.25	32.00	53.00
10 ".....	3.35	5.65	7.70	9.50	22.50	38.00	62.00
20 ".....	5.65	9.50	12.75	15.75	38.00	62.00	100.00

Open-space contracts:

50 inches and less than 100 inches.....	\$.23
100 inches and less than 250 inches.....	.19
250 inches and less than 500 inches.....	.15
500 inches and less than 1,000 inches.....	.12
1,000 inches and over.....	.10

The custom of allowing a discount for electros is a mistake, as these usually require fully as much attention and time as it would to set the ad. If the cuts are mounted on wood, it is necessary to shave them down at the sides and on the bottom as soon as they begin to swell. The claim of advertising agents for a lower rate on account of plates being furnished is simply used as an excuse, as the regular price can be secured in practically every case if demanded. The usual charge for special positions is ten per cent additional.

A Very Simple Rate-card.

In a recent issue of the Sheridan (Mo.) *Advance*, D. C. Simons, the publisher, printed a full-page ad. advertising his paper. It was headed, "An Advertisement for Advertisers," and in the middle of the page was the rate-card:

Display advertising, per column inch.....	10 cents
Display advertising, per column inch (first page).....	15 cents
Where 1,200 inches or more are contracted for, to be used within one year from date of contract, the rate per column inch (except first page) is.....	8 cents
Readers, per column inch.....	30 cents

This is a very simple card and one which any prospective advertiser can easily figure out himself. Mr. Simons states that in one year the *Advance* carried 13,705 inches of advertising on this card, and that there is absolutely no deviation from the prices named. The *Advance* has a circulation of 650.

Hillsboro's "Old Settlers' Reunion."

Hillsboro, Illinois, has an annual "Old Settlers' Reunion," and Sam Little, editor of the Hillsboro *Journal*, does not let the event pass without giving it all the pub-

licity possible. The last reunion occurred in September, and in the parade, which was witnessed by fifteen thousand people, the *Journal* was represented as shown in the accompanying photograph, and the following issue of the paper had nearly two pages descriptive of the event. The *Journal*

for a page of this size, as otherwise it is not well balanced. Some publishers put a double-column head over the first two columns, with single-column heads over the fourth and sixth. Two or three more prominent heads about half-way down the page of the *News* would relieve the sameness.



"Sam" Little, Editor of the Hillsboro (Ill.) *Journal*, is always represented in the "Old Settlers' Reunion" Parade.

is a nicely printed paper, with a first page free from advertising, and is always filled with news and well-displayed advertisements.

Good First-page Arrangement.

Owen D. Peters, foreman of the Huntington Beach (Cal.) *News*, sends a first page of his paper with a request for criticism. The arrangement is very good for a six-column paper. A double-column head is almost a necessity

Third Booster Edition of the Byron "Times."

One of the most progressive newspapers in all the West is the Byron (Cal.) *Times*, a weekly paper with all the earmarks of a daily. Harry Hammond, the editor and proprietor, never "does things by halves," and when he publishes a "Booster Edition" it is in every sense what its name implies. His "Third Special Booster Edition" was a magazine of 136 pages, 11 by 14½ inches, printed on an



First page of the Huntington Beach (Cal.) *News*. Two or three heads about half-way down the page would have brightened its appearance.



First page of the Byron (Cal.) *Times* "Booster Edition."



Well-balanced first page of the *Miami Union*, of Troy, Ohio.

excellent quality of supercalendered paper, enclosed in a stippled cover in eleven colors. Publisher Hammond supervised the entire work, which covered over three months and cost \$4,000. Not satisfied with simply publishing this issue, he placed it on sale at 25 cents a copy at fourteen different points in neighboring cities and towns, and advertised it in twelve newspapers, using two columns in each. In addition to this, two thousand copies were sent to the Chicago Land Show, where they were personally distributed by Mr. Hammond. Byron is a town of less than four hundred people, but is surrounded by a prosperous territory, and this special issue described graphically the wonders of Contra Costa and San Joaquin counties. There was very little display advertising, the entire 136 pages being devoted to illustrated descriptions of the various enterprises. The cover-page was handsomely printed in three colors. The first page of the regular paper, published on the same date, is shown herewith. The word "Statements" and the initial letters are in red ink. One of the unique and regular features of the *Times* is that these initial letters spell a word every week. In this issue they very appropriately read in connection with the word in the first column.

Other Special Issues.

Calgary, Alberta, has an annual "stampede," and the *Calgary News-Telegram* publishes a daily "Stampede Edition" during the four days over which this interesting affair extends. To those who may not understand, it should be explained that a "stampede" is something in the nature of a wild-west show, and is made up principally of an almost endless array of real cowboy and cowgirl contests. These special issues of the *News-Telegram* were filled with reading-matter, illustrations and advertising that partook of the enthusiasm of the occasion, and incidentally the venture looked like a most profitable one.

Another interesting special issue of thirty pages is the "Fall Trade Edition" of the *Devils Lake (N. D.) Daily*

eight-page sections and named the "Peter Cartwright Special." The sole purpose of this elaborate number was to arouse interest in the erection of a memorial church for Rev. Peter Cartwright, a pioneer Methodist preacher of Illinois, who died forty years ago. The entire number was



No. 2.—An excellent full-page ad. set by E. J. O'Shea, of Holdrege, Nebraska. It will be noticed, however, that it is set entirely in one type-face, and therefore lacks that strength resulting from contrasting, yet harmonizing, faces which features No. 1.

devoted to descriptions of Mr. Cartwright's work and anecdotes of his life from various pens, profusely illustrated. There was very little if any effort made to secure additional advertising.

Products of the Ad. Alley.

Among the large number of ads. submitted for criticism this month are three full pages which show decidedly different treatment, and the ads. are reproduced (Nos. 1, 2, 3). No. 1 is the work of George A. Miller, of Denver, Colorado, and is an example of strong display. Here two faces of type are used which harmonize, and at the same time afford a pleasing contrast. No. 2, set by E. J. O'Shea, of Holdrege, Nebraska, is an excellent ad., but it lacks just this contrast in the display type used. Not only that, but the body in the upper part of the ad. is set in the same style of type as the display. If a different letter for either the display or the body had been used, it would have been much better, but what would have been most effective would be the use of two or three strong lines in a contrasting but harmonizing letter. No. 3, set by J. C. Smith, of the Omaha (Neb.) *News*, would be hardly considered an ad. so far as the subject-matter goes, but as to a question of display it answers the same purpose. The display here is exceptionally strong — perhaps a little too strong — but it makes a striking page. The question of time is again brought up in connection with Nos. 2 and 3. In fact, Mr. O'Shea states that his ad. was not submitted particularly for criticism, but for making a comparison of time values. The ad. was set entirely by hand, laid out, set and corrected in five hours and five minutes. Mr. Smith's page was set in an hour. No. 4 is another ad. on which the time is given. This is one of three very good specimens submitted by L. H. Bowen,



No. 1.— Full-page ad. set by George A. Miller, Denver, Colorado. An example of strong display, secured by using contrasting, yet harmonizing, type-faces.

Journal. This is an excellent title for a special issue, particularly when there is no big event to commemorate. There is good reason to approach advertisers for big space with the idea that such a special number will start fall business booming. The *Journal* had a similar issue last year, and it was so successful that the plan was repeated. This year's number eclipses last year's in every way.

E. A. Fink, proprietor of the Pleasant Plains (Ill.) *Press*, recently published a bulky number, consisting of five

of the Sonora (Cal.) *Union Democrat*. This was set in one hour and forty-five minutes, an hour of the time being consumed in machine composition. It might have been improved a little if the three lines in Roman capitals had been set in a paragraph of a small display letter. Theodore Moore, of the Lodi (Cal.) *Sentinel*, sends a large number of very creditable ads. that show careful planning and good

ideas, and there is not an ad. in his paper which is not creditably displayed. Alex. S. McEel Hinney, of the Maxwell (Cal.) *Tribune*, sends a number of ads. written and set by him to advertise the advertising columns of his paper which show some excellent original ideas. Many of these are in the form of short stories with morals, and the morals are well drawn. I am reproducing four of these (Nos. 6, 7,

THE OMAHA DAILY NEWS

AUTOMOBILES 1913 MODELS

THIS Section is devoted entirely to the 1913 Models of best known makes of Automobiles. If you are interested or contemplate buying a car this year, it will profit you to peruse this section carefully

No. 3.—A striking full-page ad. set by J. C. Smith, of the Omaha Daily News. Perhaps the display is a trifle too striking.

The One-Sus-pended Man

We see him in every town and hamlet. He is known to the Village Lander and to the Small Boy, but Broadstreet knows him not, nor does the Banker Speak Affably to him. He is generally an Honest Old Man, a sort of Human Dabber, but he never gets far up the Ladder of Success till the One-Sus-pended Man comes. Once he Proposed to a Woman, but she let him Down. "I'd be afraid to travel in Double Harness with a Man with only One Trunk." So he married a Girl who hitched up her Skirt with Pins. Finally he Broke out business and directly Broke Out again. When the Sheriff took license, he found several Letters neatly Printed with a Rubber Stamp. When the stock was Advertised for the first Time, our Man brought the Whole Works.

MORAL: Don't be a One-Sus-pended Man.

The Tribune Printery

No. 6.

DIOGENES IS DEAD

And since that venerable old relic expired, it has become unfashionable to talk about with a dash-bent looking for virtue hid under a bush. In this age of vacuum cleaners, safety razors and flouze drawers, evenness is looking for the shortest cut, and the best housewife naturally looks to the advertisements as a guide to her purchases, instead of personally taking inventory of all the stores in town. I say she does this if you give her the chance. Of course, if the local dealer never calls her attention to new additions to his stock, the candle is blamed for "sneaking behind" for what she wants.

And really it's easier and more profitable to wait on a customer whose mind is already made up—you know.

Another thing: It was not driving necessity, but intelligent advertising, that created the automobile industry, the kitchen cabinet business and a demand for photographs. It is advertising that makes the headline youth hanker for puffed socks at four bits the pair, while the two-for-a-quarter black ones used to be good enough. So, even though you may be "the insect" in the procession belonging to your particular line, the possibilities are infinite for creating a demand on the profitable semi-hour.

Tribune Printery

No. 7.

SONORA GARAGE

Model 34 Buick. Price \$1000 in Sonora With Top & Windshield

SPECIFICATIONS

Model 25	\$1165.00
Model 26	\$1200.00
Model 27	\$1400.00

George and Machine Shop
Sonora, California
Near Victoria Hotel

No. 4.—Half-page ad. set in one hour and forty-five minutes by L. H. Bowen, of the Sonora (Cal.) *Union Democrat*.

The Trail of The Wobbly Legged Calf

Being a Preachment on Originality

In olden times, on the story goes, a certain calf of unique years, stayed to cross a strip of woodland. His poor little legs were very wobbly, and the trail he blazed reminded one of a Maxwell main returning from Williams. A dog went out to fetch the calf home, followed the more trail. A boy went after the dog and likewise. Finally the spoor of the calf entered into a village street and in time became a thoroughfare of London Town.

In business, most of us are following calf trails—doing business after the fashion of some multimillionaire. The business men who get his Bonifolia measurements registered in the Hall of Fame, does so by violating Precedent, doing things differently, cutting out the calf trails with their grades and curves. One of the fallacies that a business man falls into while treading the calf trail of commerce is that of imitating the advertising appropriation as that it were a millstone about his neck, when he could, by giving it an even chance with his other schemes, make it a live investment instead of a dead expense.

The Tribune Printery

No. 8.

TRY PREACHING A DIFFERENT SERMON

If a preacher didn't have enough get-up to change his text from time to time—just preach the same old sermon every Sunday, the audience would soon begin to cast about for a large size can with Fables in it.

The business man who is so far from being a competitor that he hasn't time to change his ad, may not be a candidate for a ride in the Black Maria just yet, but he certainly is passing up a chance to beat his business and help resurrect the town.

Advertising isn't the Whole Show, neither is it a species of Magic by which Bill Jones, the Pressville stockbroker, can become a Wannamaker overnight simply by dropping his suit in the slot and then going to sleep. But it is a big attraction and a worthy of your best thought. Also, it requires perseverance and eternal vigilance to bring it to its highest efficiency.

The Tribune Printery

No. 9.

Written and set by Alex. S. McEel, of the Maxwell (Cal.) *Tribune*. Original ideas are shown by Mr. McEel in advertising the advertising columns of his paper.

Annual Clearance Sale of Ladies HOUSE DRESSES

For Best Deal

Let One	Let Two	Let Three	Let Four
95c	\$1.35	\$1.95	\$2.35

Sale of Lawn Kimonos

Sale of White Wash Skirts

Apron Check Gingham &c

No. 5.—Half-page ad. set by Theodore Moore, of the Lodi (Cal.) *Sentinel*, showing well-balanced display.

execution. No. 5 is a half-page that has well-balanced display. The heading is brought out nicely and the prices in connection with the lot numbers are just right. The use of a dollar-mark of the same size as the figures indicating cents is a good idea. Ray Thomson and Walter Devantier, of the St. Clair (Mich.) *Republican*, whose work has been commented on before in this department, send another batch of ads. which are all nicely arranged. Still another lot of very good ads. comes from Austin H. Lathrop, of the Vermillion (S. D.) *Plain Talk*. Mr. Lathrop has the right

8, 9), as they may give other publishers some good arguments to use in getting business.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement.

Holland (Mich.) *Sentinel*.—The plate-matter in your paper is handled very carelessly. You should see that the columns are even at the top and bottom, just as you would type-columns, and watch the foot slugs

to avoid their working up. The presswork also needs attention, as some of the column-rules do not show up, and in some places there is not enough ink and in others there is a slur. The ads. are good, but in some of them there is not enough contrast, as much of the display is too nearly of the same size. This is particularly true of the ads. you have numbered 6 and 10. No. 8 is better, but the double rule should have been mitered at the corners.

Yuma (Colo.) Pioneer.—A very neat paper in every way. It is nicely printed and ads. are excellent, although there is a slight tendency to overornamentation in a few of them.

Ault (Colo.) Advertiser.—Here is another excellent paper, but it is too bad that a portion of the first page has to be given over to advertising. The ads. are all exceptionally good.

Sheridan (Mo.) Advance.—A larger letter would improve the first line of your display heads—there is nothing better than a slightly condensed gothic, not too heavy. The first page of your issue of September 5 is nicely arranged, a great improvement over the other number with a part of the space devoted to ads.

Miami Union, Troy, Ohio.—The arrangement of your first page appeals particularly to me and I am reproducing it. This is even better than that of the Huntington Beach (Cal.) *News*, shown elsewhere, as it is better balanced. Another small heading at the top of the third column would be a slight improvement. Your paper has a most excellent showing of correspondence, is carefully made up, nicely printed, and the ads. are well displayed.

Ohio State Lantern, Columbus, Ohio.—This paper is the "Student Weekly of the Ohio State University," and shows that a careful study is made of every point to make it as near perfect as possible in make-up, arrangement of headings and ad. display. In some cases column-rules are a little longer than they should be, and on the fourth page of the issue of September 25 there is a gothic heading near the bottom of the page, where all the larger headings are in light-faced type. The gothic headings are well placed on the first page.

AN OBJECTIONABLE LAW.

The new federal statute, which practically places every newspaper under government supervision, will not put the newspapers out of business, as some editors have hastily concluded, but it will give them a lot of trouble.

By obliging newspapers to publish lists of their owners or stockholders, the names and addresses of their editors, managing editors, publishers and managers; the lists of bondholders, mortgagees or other security holders, and to furnish circulation statements covering the last six months previous to the date of the report, the Government invades the liberty and property rights of the press to a degree not previously attempted.

James M. Beck, former United States District Attorney, of counsel for the American Newspaper Publishers' Association, declares that, in his opinion, the law as a whole is unconstitutional, but asserts that if it is sustained on appeal as a valid law it will be the entering wedge for a federal censorship of the press.

The Publishers' Association, through its board of directors, has passed a resolution providing for an appeal to the United States courts for a test of the constitutionality of the statute.

The Constitution expressly guarantees the freedom of the press. Does this mean that newspaper publishers can be subjected to an examination as to details of their private business? Because they are engaged in issuing daily and weekly newspapers as private enterprises, has the Government the right to pry into their affairs any more than into those of men engaged in other occupations?

Few publishers will object to the labeling of paid matter "Advertising" as required by the new law, because they have, of late, generally refused to accept advertisements to run as reading-matter unless marked as advertising. Therefore it will be no hardship for them to comply with that part of the statute.

Neither will many of them find fault with the provision requiring them to furnish the Government circulation state-

ments. Most publishers print their circulation figures voluntarily because of their desire to let advertisers know what they are getting for their money, and to let their readers see how they are growing in importance and influence.

It is the digging into their private affairs to which publishers object. The Government does not presume to extend its inquisition into the business details of a merchant, a manufacturer or a professional man; why then should it make an exception in the case of the newspaper or periodical publisher?

A singular thing about the new statute is that it was framed and introduced in Congress by a country publisher—Representative Bernhardt, of Rochester, Indiana. It is charged that his purpose in urging the adoption of the law was to "get even" with newspapers that had attacked him. Should this, on investigation, prove true, it is one of the most notable schemes for "getting even" ever attempted in the history of journalism.—*Editor and Publisher.*

ANOTHER "HORRIBLE EXAMPLE."

Reproduced herewith is an ad. from the Otis (Kan.) *Reporter* which should be placed in the "horrible example" class. There was room for a few more ornaments outside of the rule, but perhaps the supply was exhausted.

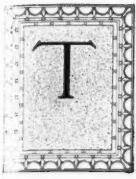
From the Otis (Kan.) *Reporter*. A case of "overequipment."

THE NEXT REFORM.

Mother—"This is your new little brother."

Tommy—"Gee! Can't he be recalled?"—*N. Y. Sun.*

OHIO PRINTERS IN RECORD-BREAKING MEETING AND EXHIBITION.



HE printers of the State of Ohio are entitled to the plaudits of their fellow craftsmen throughout America. They have demonstrated an ability to do things that deserves the praise of every one who has a spark of interest or pride in the great business which has so signally developed trade and education in this country and in the world. Hats off to the printers of Ohio!

On October 3, 4 and 5, in Music Hall, Cincinnati, more than eighteen hundred employing printers and supply men gathered in what easily was the most successful State convention and the greatest exhibition of printers' machinery and supplies ever held within the boundaries of the United States. The exhibition was beyond question not only a sur-

OFFICERS' REPORTS.

President Gardner, in his report, called upon the printers of the State for hearty cooperation in the work, stating that over \$2,000,000 was given away by Ohio printers to their customers every year, and that it would be good business to donate a small amount toward a movement which had for its object the saving of this large sum to the men to whom it belonged. He gave high praise to the printers of Columbus and the Cincinnati Ben Franklin Club for the unselfish work they had done for the cause, and credited them with having brought about the splendid success of the second Ohio convention. In closing his report President Gardner recommended the appointment of a State organizer.

First Vice-President Thomssen, of the Ohio Cost Commission, who also is president of the Cincinnati Ben Franklin Club, was called upon. Mr. Thomssen is a modest man and immediately began to shift the responsibility for the



Music Hall, Cincinnati, Scene of the Big Convention and Exhibition Held by the Ohio Printers' Cost Commission.

prise but a sensation to the thousands of visitors who were in attendance. And it seemed that all of Cincinnati was there in addition to the hundreds of out-of-town visitors.

Among those who are to be credited with a prominent part in the success of the big affair are G. H. Gardner, of Cleveland; J. M. Thomssen, C. Lee Downey, Edw. Corman, C. J. Krehbiel, Robert Morrison and W. F. Kroner, of Cincinnati. While many others—including R. T. Porte, C. S. Clark, W. B. Lawrence, Samuel Oppenheimer, J. P. Weber, C. W. Buss and Miss Kathryn Souer—contributed in a large degree to its success, the first-named gentlemen were the moving spirits in the work which resulted in the extraordinary achievement.

Second Cost Convention.

The second Ohio Cost Convention was called to order on Friday morning, October 4, the first day—Thursday—having been devoted entirely to the big exhibition. After the invocation, delivered by Bishop J. M. Walden, Mayor Hunt welcomed the delegates and visitors to the Queen City of the West, and Albert Scholl, of Chillicothe, responded most eloquently. The convention then settled down to business under the chairmanship of G. H. Gardner, of Cleveland.

convention's success to the shoulders of the exhibition committees, and the good work accomplished by printers' ink. Nevertheless every one conversant with the facts knew that Mr. Thomssen deserved much of the credit.

C. Lee Downey, who as secretary of the Ohio Cost Commission has proved one of the most able and energetic officers ever connected with a business organization, made an excellent report. He gave a history of the printers' organization movement in Ohio. Less than \$1,000 had been collected since the first meeting at Columbus a year ago, yet ten organizations had been formed throughout the State and thirty-five cost systems had been installed. The average cost of presswork was placed at \$1.60 an hour, with composition at \$1.20.

Col. E. T. Miller, treasurer of the cost commission, reported there was \$1.89 in the treasury, with all bills paid, and that he was ready at any time to turn the funds over to his successor.

Reports of vice-presidents were then made, showing that while the work is moving slowly, progress is being made and Ohio printers are getting in line with the business awakening of the trade throughout the country.

THE ADDRESSES.

A splendid program of addresses covered the two days' convention, and THE INLAND PRINTER regrets its inability, on account of lack of space, to present them here. Among the speakers were W. J. Hartman, president of the Ben Franklin Club of America, who spoke on "The Printer as a Business Man"; Charles F. McElroy, secretary of the Ben Franklin Club of Cleveland, "Organization"; Earl R. Britt, St. Louis, "Your Business, Your Customer, and

First Vice-President — Henry Class Vortriede, Toledo.
Second Vice-President — Albert Scholl, Chillicothe.
Secretary — S. Evans Clark, Toledo.
Treasurer — Charles P. Carl, Cleveland.

LADIES ENTERTAINED.

Miss Kathryn Souer, proprietor of the Souer Printing Company, Cincinnati, and the only lady member of the local Ben Franklin Club, was a tireless worker for the success of the convention. Miss Souer was chairman of the committee which entertained the lady visitors, and it is said that they were taken care of in royal fashion.

ENTERPRISE OF WESTERN NEWSPAPER UNION.

One of the big undertakings of the exhibition was the issuance of an eight-page convention daily, covering the features of the meeting and exhibition. It was a credit to the printers and to the Western Newspaper Union, which concern was responsible for the enterprise. C. S. Clark was the editor-in-chief, and deserves praise for the capable manner in which the *Convention News* was managed, both as to its editorial completeness and typographical appearance. Mr. Clark was assisted by a staff of six news editors and thirteen reporters.

The Exhibition.

In order to give our readers some idea of the extensiveness of the printing machinery and supplies exhibition we



G. H. GARDNER,

Retiring President of the Ohio Printers' Cost Commission, who directed the campaign which resulted in the record-breaking convention and exhibition at Cincinnati.

Yourself"; Fred M. Lloyd, Chicago, "Taxable Value of Printing Plants"; William C. Archer, Lancaster, Ohio, "Compensation for the Injured Employee"; Charles Francis, New York, "Efficiency"; Roy T. Porte, secretary of the Cincinnati Ben Franklin Club, "Costs in a Country Printing-office"; Frank I. Ellick, Omaha, "Standard Uniform Cost System"; Henry P. Porter, Boston, "The Printer's Opportunity"; Harry N. Tolles, Chicago, "The Science of Business Building," and J. C. McMillan, Munroe, Michigan, who gave "An Original Benediction."

A noteworthy feature of the convention was the interest shown in the three cost-finding classes conducted by well-known cost experts. These were conducted in separate rooms, and gave to old Music Hall the appearance of a university, which in reality it was during the days of the meeting. F. I. Ellick was in charge of the Standard cost-system class, T. W. McGlaughlin, of Bloomington, Illinois, conducted the class in the Ben Franklin system, and R. T. Porte gave instruction to a large class in the methods of the Porte practical cost system, which is adapted for the small printing plant and the country newspaper and job office.

NEW OFFICERS.

Following are the new officers of the Ohio Cost Commission:

President — J. M. Thomssen, Cincinnati.



C. LEE DOWNEY,

Retiring Secretary of the Ohio Cost Commission, to whose ability and untiring work is largely due the success of the Second Ohio Cost Convention.

present herewith two pages of illustration. We regret, however, that photographs of all the booths were not secured. Those shown in the illustrations were taken by the Cincinnati Process Engraving Company. There were many other exhibitors, of course, as will be seen by the following list of manufacturers who occupied space in Machinery Hall of the Exposition building:

Wetter Numbering Machine Company, Brooklyn, N. Y.
Golding Manufacturing Company, Franklin, Mass.

Mergenthaler Linotype Company, Chicago.
 Lino-Tabler Company, Chicago.
 Waters Tabulator Company, Council Bluffs, Iowa.
 Thompson Typecaster Company, Chicago.
 George Lee & Co., Cleveland, Ohio.
 Miller Saw-Trimmer Company, Alma, Mich.
 Printing Machinery Company, Cincinnati.
 Graphic Arts and Crafts Year Book, Hamilton, Ohio.
 F. P. Rosback Company, Benton Harbor, Mich.
 Rapid Electrotype Company, Cincinnati.
 Harris Automatic Press Company, Chicago.
 Latham Machinery Company, Chicago.



MISS KATHRYN SOUER,
 The "Lady Ben Franklin" of Cincinnati, who took care of the
 ladies at the big convention.

Latham-Leetham Company, Chicago.
 Lanston Monotype Company, Philadelphia.
 Queen City Printing Ink Company, Cincinnati.
 Seybold Machine Company, Dayton, Ohio.
 Dexter Folder Company, New York and Chicago.
 Autopress Company, New York.
 A. F. Wanner & Co., Chicago.
 Cincinnati Cordage & Paper Company, Cincinnati.
 Globe-Wernicke Company, Cincinnati.
 Ohio Mechanics Institute, Cincinnati.
 Burroughs Adding Machine Company, Cincinnati.
 Crocker-Wheeler Company, Ampere, New York.
 Omaha Folding Machine Company, Omaha, Nebraska.
 C. F. Anderson Company, Chicago.
 Sidney Folder Company, Sidney, Ohio.
 Hall Folding Machine Company, Chicago.
 John Thomson Press Company, Chicago.
 Miehle Printing Press & Manufacturing Company, Chicago.
 Uprightgrain Printing Base Company, Chicago.
 Hexagon Tool Company, New York.
 Methodist Book Concern, Cincinnati.
 Star Tool Manufacturing Company, Springfield, Ohio.
 J. A. Richards & Co., Albion, Mich.
 Bingham & Richards Manufacturing Company, Cincinnati.
 Cleveland Folding Machine Company, Cleveland.
 Challenge Machinery Company, Grand Haven, Mich.
 American Type Founders Company, Cincinnati.
 Automatic Press Feeder Company, Chicago.
 Thomas E. Kennedy & Co., Cincinnati.
 Barnhart Brothers & Spindler, Chicago.
 Champion Coated Paper Company, Hamilton, Ohio.
 American Book Company, Cincinnati.

Keystone Type Foundry, Philadelphia.
 Sam'l C. Tatum Company, Cincinnati.
 Standard Paper Company, Cincinnati.
 Central Ohio Paper Company, Columbus.
 Cowan Truck Company, Holyoke, Mass.
 Dalton Adding Machine Company, Cincinnati.
 J. M. Huber, New York.
 Steubing Automatic Machine Company, Cincinnati.
 H. L. Roberts & Co., New York.
 Whitaker Paper Company, Cincinnati.
 Ault & Wiborg Company, Cincinnati.
 Diem & Wing Paper Company, Cincinnati.
 Loring Coes, New York.
 Ohio Knife Company, Cincinnati.
 Cincinnati Process Engraving Company, Cincinnati.
 Beckett Paper Company, Hamilton, Ohio.
 Columbus Trade School, Columbus, Ohio.
 Fuller Manufacturing Company, New York.
 Chatfield & Woods Company, Cincinnati.

"HANK SLUGGS, CHEAP PRINTER."

"Before and after taking" was the feature of a novel double booth in the exhibition. "Hank Sluggs, Cheap Printer," a character created by the *Ben Franklin Messenger*, of Cincinnati, was represented as he conducted business before installing a cost system and as he appeared in his business office after the introduction of cost-finding methods. (See illustrations.)

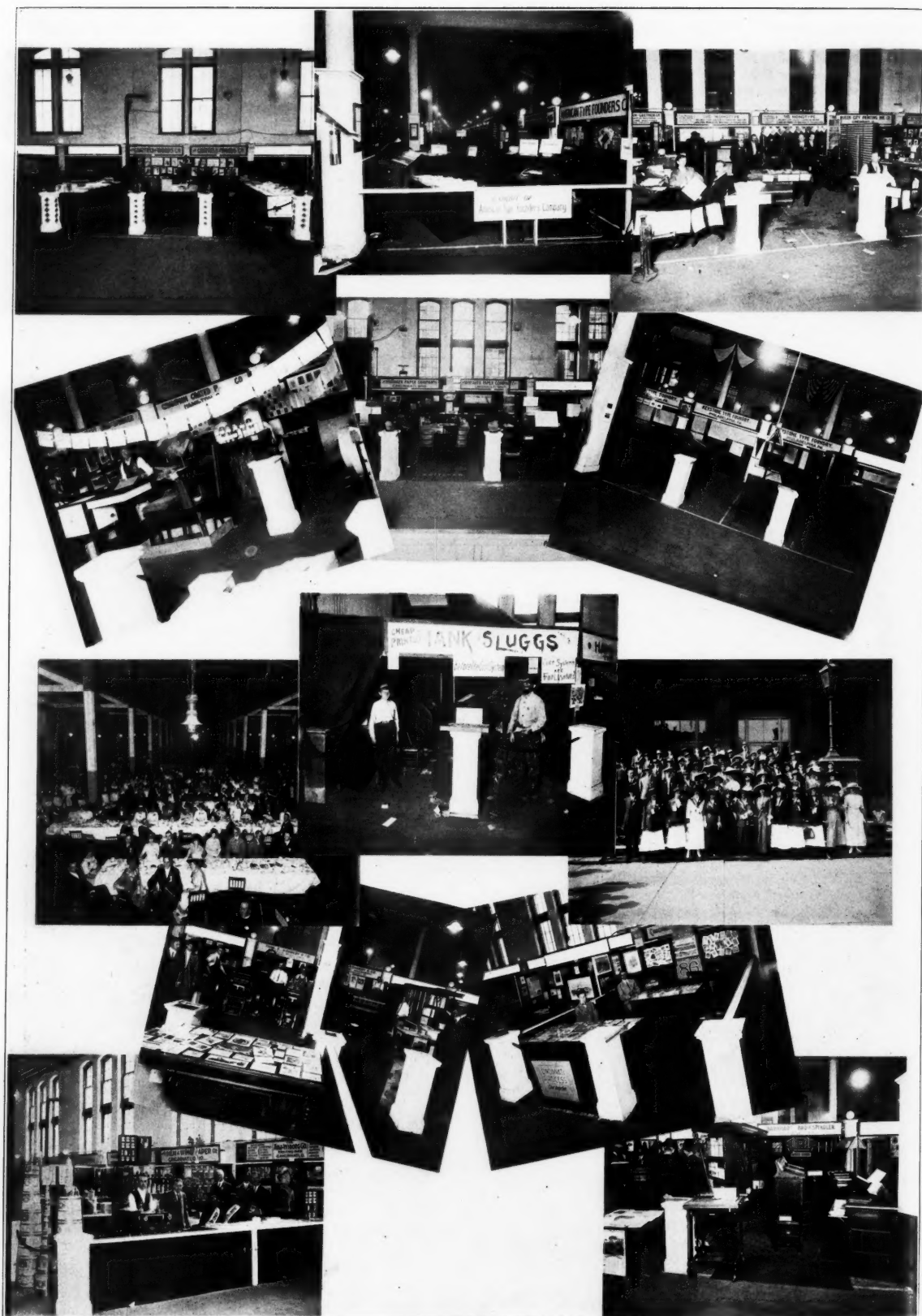
A DISTINGUISHED BOOTH.

While there undoubtedly were a number of inventors holding forth in the different booths of the exhibition, the space occupied by the Mergenthaler Linotype Company was especially honored with the presence of some five inventors of printing-house machinery and equipment, all of whom are graduates of the composing-room. Following are the names of those who composed this group: Ashton G. Stevenson, inventor of the Lino-Tabler system; John S. Thompson, inventor of the Thompson typecaster and other machines; E. T. Waters, inventor of the Waters tabulator; George E. Lee, inventor of a new metal-feeding device for the linotype, and H. G. Miller, the inventive genius behind the Miller Saw-Trimmer and its accessories. It is said that inventors are inclined to be dreamers, but the activity at this booth did not indicate that any of the men named had time for such a luxury. They were as busy as bees in clover.



Mergenthaler Linotype Company's booth at the Cincinnati Exhibition,
 where five printer-inventors held forth.

Only two of the inventors are shown in the picture—Ashton G. Stevenson, seated at the right, and E. T. Waters, standing close to the machine at which Mr. Stevenson is seated. The other gentlemen shown are Phil Phalzgraph, foreman of the Cincinnati *Times-Star* (seated at the machine at the left), J. E. ("Diamond Dick") Lowden, machinist-in-charge (standing at the left of the picture), and Henry Colby (standing with Mr. Waters). The Mergenthaler Company was represented by George E. Lincoln, Henry W. Cozzens, E. W. Hayden, W. H. Savory, J. E. Lowden and Charles Berryman.



VIEWS OF THE PRINTERS' MACHINERY AND SUPPLIES EXHIBITION HELD AT CINCINNATI, OHIO, OCTOBER 3, 4 AND 5. HANK SLUGGS, "BEFORE TAKING," IS SHOWN IN THE CENTER.



VIEWS OF THE PRINTERS' MACHINERY AND SUPPLIES EXHIBITION, HELD AT CINCINNATI, OHIO, OCTOBER 3, 4 AND 5.
HANK SLUGGS, "AFTER TAKING," IS SHOWN IN THE CENTER.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Stock Compressed by Steel Plate.

(1344) Submits a dining-car menu printed on translucent board. On the front page is a steel-plate engraving, 3 by 4 inches. The printing of the inside pages is excellent, except for a slight weakness where the form backs the engraved plate. The printer writes: "In regard to the enclosed samples of menu cards, I wish to know your opinion of the presswork, and if there is any better way to make the inside page print sharper where it backs up the engraving. I have considerable trouble due to this plate on page 1."

Answer.—As the steel-plate work is done under high pressure, the card is slightly reduced in thickness at the point where the impression shows weak. We measured the stock with a micrometer outside the printed line, and also where the portrait appears, and there is a difference of over .001 of an inch between the two measurements. To remedy the matter you should add to your make-ready sufficient tissue to compensate for this difference. In preparing for the work use a hard tympan and directly under the top sheet have a thin sheet of brass or celluloid. The make-ready should be placed below the hard sheet.

French Bank Wants Special Press.

The following inquiry was received just as we were closing our forms. Information from pressbuilders sent THE INLAND PRINTER will be promptly forwarded to the inquirer:

"One of our customers — a big French bank — requires a special machine to print the lines marked in ink on the first check in the book I send you. The machine should be sufficiently large to take a form 5 by 15 inches, and the form should clean from the work after each impression in order that the girl printing the leaves can turn from right to left without touching the form with the leaves. Would you open an inquiry for this and let us know as soon as possible. Four such machines could be sold at once."

[The three lines written in with pen appear, one at the stub-end, one at the top and one at the bottom of the check, corresponding with the printed-in lines on American checks.]

Picking of Enamel Stock.

(1348) Submits two sheets of enamel stock in which half-tone plates appear in various pages of the matter. One sheet shows picking in the solids, while the same plate on the other sheet prints normally. The printer writes: "We are sending you to-day, under separate cover, three sheets printed on our No. 2 Miehle. Sheet No. 1 did not pick, followed by sheet No. 2, which picked. Sheet No. 3 — one side was printed and the ink picked; the other side was printed immediately following and did not pick. We had this trouble throughout the run of several thousand sheets of this shipment of stock. Please tell us why the coating can

work so differently on the same run of stock; also if you know any remedy for the same."

Answer.—From tests we have made it appears that picking is due to the sizing of the paper. Sometimes we find that one side of a sheet picks and the opposite side does not. In such a case, it is likely that the sizing is done on two different machines; on one side the size is weak and consequently does not resist the pull of the ink. In working enamel stock that shows picks when one side is printed, it is necessary to modify the ink to meet the condition of the stock; but if the trouble appears before the run has advanced very far, the pressman would be very negligent if he failed to call the paper-dealer's attention to the matter. His neglect may prove a serious matter if a controversy arises regarding the appearance of the half-tone plates as a result of picking or because the ink was reduced to meet this contingency.

Mechanical Questions.

(1347) An eastern printer writes: "(1) I noticed in the August INLAND PRINTER a question regarding rollers wearing on end. I have the same trouble even with the new belt attachment on side of plate. The rollers appear to rotate at a normal speed in the right direction when the plate strikes them and they are set very lightly; still I am at a loss to find out the cause of wearing. The form rollers are as good as the day I put them in. So is the duct roller. The only trouble seems to be with the angle rollers. I would appreciate any information on the subject. (2) I would also like to get a little information regarding the setting of a cylinder to bearers. I have 'Modern Presswork,' but it does not state how one should go at it — whether it should be set by the screws under the eccentric boxes, or by those way down to the base of press. I think a few illustrations with diagrams would have helped out my young pressmen. (3) How are half-tone engravings sold, by the square inch or ounce, and how much?"

Answer.—(1) It may be possible that the rollers are not turning at normal speed when they come in contact with the edge of the plate. Rub a block of magnesia on the strap occasionally to induce greater friction, so that the rollers will be certain to turn properly. This will probably remedy the evil. (2) An examination should show you where the adjustment is made. On some machines it is made on the connecting rod that raises and lowers the cylinder, while on other machines the alteration is made by screws above and below the journals. If you let us know the make of machine you refer to, giving model and number, we will advise you regarding the method of changing adjustments. (3) Half-tone plates are not sold by weight, except as junk. When purchased by the printer, he pays by the square inch, the price varying in different localities. In Chicago, a square half-tone on copper costs about fifteen cents a square inch.

Imperfect Register in Printing Blanks.

(1315) An Ontario printer submits a shipping blank, printed two-up, in which a part of the form does not register regularly. Near the gripper edge the few lines register properly when the sheet is run through the press the second time, but between the gripper edge and the foot of the sheet there is about four inches of white space and then a number of lines. These lines do not register within ten points on the second impression. The printer describes his trouble in the following letter: "I enclose herewith a sheet printed from electros, two-on. The pressman has run the sheet through the press twice, feeding exactly up to guides on both. The form is a solid one-piece electro. You will notice that while the top line registers nearly correct, the bottom line is fully a pica out. The form was run on a two-revolution pony. We have had a great deal of trouble with the register on this press, also on a large two-revolution of the same make. Can you explain the cause of this, and suggest a remedy?"

Answer.—The cause of the imperfect register is due to the sheet sagging in the white space. You can remedy the trouble in the following way: Attach a piece of twine or narrow tape to the sheet-guard rod. Pass the cord under the cylinder and arrange it so it goes between the two plates. Attach the free end of the cord to a wide rubber band, and attach the band to a screw hook or eye that will be placed in the underside of the feed-board. The rubber band should be taut so as to draw the tape snug against the cylinder. The part of the cylinder uncovered by the tympan should be wiped clean so as not to soil the tape. The tape must pass through in a straight line. By measuring from the bearers this can be done accurately. You will have no further trouble with the register of the back end of a sheet where an unprinted space intervenes between the front and back. Be careful to remove the tape after the form is printed or it may damage type in the next form placed on the press.

Cutting Dies on a Platen Press.

(1342) Submits a sheet of antique cover-stock with a circular hole in the center one inch in diameter. The letter is as follows: "Kindly inform us as to where we may procure the necessary material for cutting out on covers, stock, etc., on a job press."

Answer.—Circle-cutting dies may be purchased from typefounders or you can readily make them yourself by using the multiform outfit made by the J. A. Richards Company, Albion, Michigan. In using steel cutting dies on a platen press it is advisable to have a brass sheet attached to the platen to cut against, as it will do no harm to the platen or to the cutting edge of the die. The bottom of an old brass job galley is just the material needed. Drill a hole in each corner and a hole in the platen to correspond. Tap the hole in the platen and use flat-headed screws to attach the brass to the platen. It can be removed after the cutting is done. A sheet of manila pasted on the brass sheet will answer for attaching the quads to use as feed-guides.

Tools for Pressmen.

(1343) A pressman writes in effect as follows: "Can you inform me where I can procure a gage for setting form-rollers? What is a good all-around measuring gage for a pressman? Where can I purchase a pocket type-high gage?"

Answer.—We do not know of any type-high gage for setting form-rollers. You could make such a tool at a low cost. Have a machinist shape a piece of cast iron so that

it will micrometer .918 inch in height and .916 inch the other measurement. It can then be tapped and a long wire handle attached. The edges of this piece should be slightly rounded on the upper side of the type-high dimension. The .916-inch measurement may be used to set the cylinder to the bearers. To do this, the bed-bearers are removed, the bed is wiped free of dirt, and the cylinder is turned until it is on the impression. While in this position the tool is pushed under the cylinder-bearers and the cylinder is set down firmly on both sides upon this piece. One of the best all-around tools for a pressman is a one-inch micrometer. This instrument may be purchased from hardware dealers, or secured through The Inland Printer Company, for \$3.50. A micrometer may be used for measuring plates, types, linotype slugs, paper, or anything else a pressman desires to measure that is less than one inch in height. The tool should be handled carefully and should not be brought to a tight bearing on any object, as it is apt to spring the frame and render it useless for accurate measuring. A pocket type-high gage may be secured for \$1.50 from the type-foundries and printers' supply houses.

Press in Use for Fifteen Years.

H. L. Rann, of the Manchester (Iowa) Press, in writing regarding his single-revolution Cottrell press, states in part that it has been in continuous use for fifteen years on newspaper and job work, and "is still doing the finest kind of work. It is in my judgment the best press for the country printer." This is as it should be. A press that is properly built will do good work for a long period. The Keystone Type Foundry, Philadelphia, Pennsylvania, is the general selling agent for C. B. Cottrell Sons' presses.

Slurring Prevented on Platen Presses.

(1346) Since replying to query 1310 in this department our attention has been called to an apparatus that will effectually prevent slurring on platen presses from causes that pertain to irregularity in the stock, or similar troubles. This device is Hakes' Universal Perfection Gripper, which has recently been placed on the market by the American Printers' Appliance Company, Milwaukee, Wisconsin. For the printing of envelopes, with or without border rule, special rod-frames in oblong form may be used. These are held by one or two blocks on the top cross-bar, or two angle-shaped rods extending from both sides of the gripper frame may be employed, and blurred presswork is completely avoided. The same, of course, applies to all work; for instance, the printing of column-rules in bill-heads and statements, where the rods, being run up between these rules to the heading, absolutely prevent blurred lines.

Offset Eliminator in New Hands.

That remarkably effective pressroom auxiliary, the "Kay-Kay Dispeller," which has been on the market for several years and has made enthusiastic friends wherever pressmen have used it as a remedy for offsetting and static electricity, has been acquired by the Thompson Static Neutralizer Company, of Chicago, by whom it will hereafter be manufactured and sold. This apparatus has been renamed the "Offset Eliminator," more properly to designate its field of usefulness, and that it will obviate the necessity for slip-sheeting nine-tenths of the work now so handled is the reputation it has established.

The "Kay-Kay" Dispeller consists of a blue-flame gas burner attached to the sheet-delivery mechanism of a flat-bed press in such a manner that the sheets pass over it as they drop into the jogger, thus heating the sheet and leaving a warm cushion of air between each sheet delivered onto the pile.

WHICH IS IT: HAND WORK OR HAND COMPOSITION?

In publications of printers' societies engaged in increasingly effective cost-finding propaganda we find these statistics, which we think disclose a serious error in cost-finding methods based on the Standard Uniform Cost System:

AVERAGE OF PLANTS IN	Hour Cost, "Hand Composition."	Hour Cost, Linotype Composition.
Atlanta, Ga.	\$1.24	\$1.80
Augusta, Ga.	1.41	1.65
Detroit, Mich.	1.24	1.33
Newark, N. J.	1.32	1.33
Norfolk and Portsmouth, Va.	1.37	1.43
Pacific Coast	1.39	1.55
St. Louis, Mo.	1.30	1.60
San Antonio, Tex.	1.23	2.12
Savannah, Ga.	1.10	1.35
South Bend, Ind.77	1.17
Typothetæ plants in various States. .	1.20	1.62
Little Rock, Ark., plant.	1.03	1.51
Passaic, N. J., plant.	1.43	1.29

We find the root of the error in the sample filled-in Individual Job Record (Form 2). This handles a sixteen-page pamphlet, with cover, the body matter (that is, the greater part of the work) set on a machine; yet "Hand Composition" is debited with 34½ hours and Machine Composition with only 20¼ hours. Under each of these heads there is a column for "Kind of Work." The only "kind of work" debited against the machine is straight composition (from machine to galley). The "kinds of work" debited against "Hand Composition" are (2) author's corrections, (1) hand composition, (3) make-up, (4) press lock-up, (14) office corrections. Now, of the total 34½ hours debited against "Hand Composition" only 14¼ hours are really for actual composition by hand (Form 3C, Classification 1). *What has become of the remaining 20 hours?* They were largely used in handling machine composition, and most of them should be in the debit column of Machine Composition in Form 9H, and not in the "Hand Composition" column.

On reflection every practical printer will concede that the column heading "Hand Composition" in Forms 2 and 9H is a misnomer. *It should be classified as "Hand-work on Machine Composition,"* and another column added for actual hand composition.

Look at the Statement of Cost Production for one month in sample filled-in Form 9H, the final purpose of this form being to arrive at the average cost per hour for each class of work. "Hand Composition" is debited with a Pay-roll charge of \$662.74; Linotype Composition with a Pay-roll charge of \$196. If above analysis of the Individual Job Record No. 10,520 (Form 2) is correct, these Pay-roll charges require sharp revision, which will show that the hour cost of machine composition is much more, and the hour cost of actual hand composition is much less than shown in the published hour-cost tables.

Next, analyze the debits against "Hand Composition" and Machine Composition which are found in sample filled-in Form 9H, covering one month, as follows:

ITEM.	"Hand Composition."	Machine Composition.
2. Rent and heat.	\$ 33.63	\$ 7.40
3. Light.	4.60	.80
4. Power.	4.68
5. Insurance and taxes.	17.25	19.91
6. Interest on investment.	37.29	42.67
7. Depreciation.	117.15	77.84
10. Department Direct Expense.	4.50	...
14. Miscellaneous Expense.	9.50
Carried forward:	\$ 214.42	\$162.80

Brought forward:	\$ 214.42	\$162.80
23. Distribution of General Expense, prorated.	428.46	175.38
	\$ 642.88	\$338.18
Pay-roll.	662.74	196.00
	\$1,305.62	\$534.18
26. Net cost per chargeable hour. . .	1.18	1.62

ITEM 2, RENT AND HEAT—Machine Composition is probably charged with the area occupied by machines, matrix cabinet, metal-pot and saw-table; but *it must not be forgotten that machine composition is an incomplete product as it leaves the machine and requires hand work to complete it, using galleys and galley-storage, proof press and proofreader, case stands for make-up, imposing surfaces for lock-up, chases and chase rack, and the charge for Rent and Heat should include a just proportion of the space occupied by these accessories.* When this is done the distribution of this debit will be much larger against Machine Composition, and correspondingly lower for actual hand composition.

ITEM 3, LIGHT—It follows that the redistribution of debits for Light will be proportionate to the redistributed debits for Rent and Heat, and more favorable to hand composition.

ITEM 5, INSURANCE AND TAXES—The Department Investments are given in sample filled-in Form 9H as \$7,428 for "Hand Composition" and \$8,534.40 for Machine Composition. If the remarks relating to Item 2 (Rent and Heat) are correct, *Machine Composition must be debited with an increase in Department Investment account, which will in turn increase its debit for Insurance and Taxes.* There will be a corresponding reduction in favor of actual hand composition.

ITEM 6, INTEREST—If our reasoning is correct, this debit must be increased against Machine Composition, with a corresponding decrease in favor of actual hand composition.

ITEM 7, DEPRECIATION—Debit to be largely increased against Machine Composition, and correspondingly decreased in favor of actual hand composition for reasons previously stated.

ITEM 23, DISTRIBUTION OF GENERAL EXPENSE—As this distribution is based on Department Cost, debits require revision liberally against machine composition and in favor of actual hand composition.

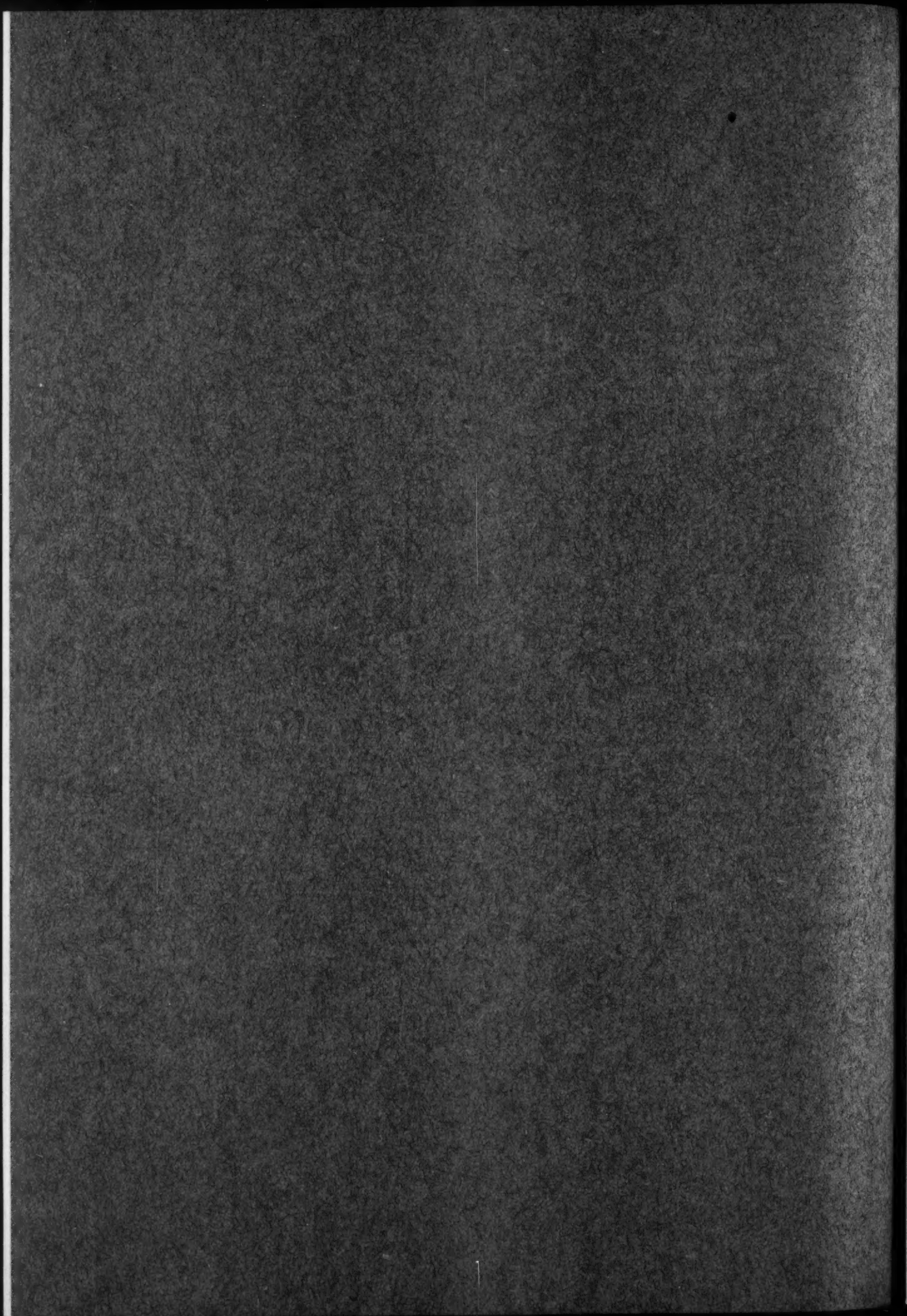
ITEM 26, NET COST PER CHARGEABLE HOUR—When "Hand Composition" ceases to be treated as a "sewer" account and to be unfairly burdened by the *large equipment used to complete machine composition*, and Machine Composition is charged with the cost of proving, proof-reading, make-up, stonework and breaking up, there will be an astonishing and eye-opening change in these figures, and the price of machine composition will be greatly increased.

We recommend every printer using the Standard Uniform Cost-finding System to change Forms 2 and 9H to read "Hand Work" instead of "Hand Composition." . . .

It is not disputed that the cost of linotype composition per thousand is less than hand composition per thousand, where machines can be kept busy on straight composition, but correct cost finding will show the hour cost of linotype composition in book and commercial plants is about double the hour cost of hand composition, and the hour cost of monotype composition is nearly treble that of the hour cost of hand composition.—Circular issued by the American Type Founders Company.



Color reproduction by the Zeese-Willinson Co., New York City,
from a fourteen-color lithograph.





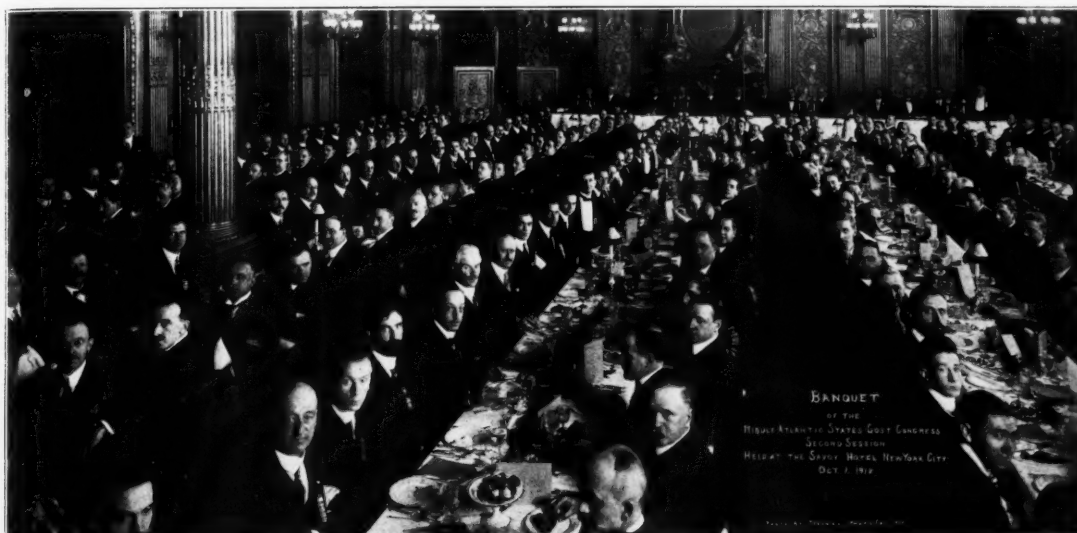
Middle Atlantic Cost Congress.

Four hundred and fifty registered at the second session of the Middle Atlantic Cost Congress held in Carnegie Hall, New York, on October 1 and 2. The permanent organization was headed by James W. Bothwell, of New York, who was also chairman of the general committee conducting the congress. His official family is composed of the following: L. J. Calkins, Schenectady, vice-president; Charles A.

printers. Edward L. Stone, of Roanoke, Virginia, interestingly discussed "The Progress of Cost-finding."

The concluding session of the congress was given over very largely to outsiders. Walter W. Pollock spoke on "The Scientific Appraisals of Printing Plants" and Henry Dimse, of the Greenwich Bank, of New York, on "The Printer and the Banker," while Willis O. Robb discussed "The Printer and His Fire Insurance." John M. Imrie, of Toronto, Canada, answered in the affirmative the question, "Is the Standard Uniform Cost-finding System a Feasible Proposition for the Small Printer?"

The committee on resolutions, of which Frederick Alfred was chairman, recommended the adoption of the Standard Uniform Cost-finding System and the rules of standard business practices as promulgated by the Fourth



Banquet of the Middle Atlantic States Cost Congress, held at the Savoy Hotel, New York City, October 1, 1912.

Pearson, New York, secretary; James R. Thompson, New York, treasurer.

The address of welcome was delivered by Hon. Edmund D. Fisher, deputy comptroller of the city of New York.

"Ideals vs. Printers' Supply House Methods" was the subject of an interesting address by Henry W. Cozzens, sales manager of the Mergenthaler Linotype Company. Charles Francis discussed "The Printer as a Business Man," while Frank Crawford, president of the New York Master Printers' Association, spoke on "Organization and Its Benefits." "The Evil of Overequipment" was elucidated by Robert Schalkenbach; the scholarly J. Horace McFarland gave his views on "The Efficient Printer," while "An Explanation of the Standard Uniform Cost-finding System" was given by F. I. Ellick, of Omaha, assisted by maps and charts. "The Bindery Cost Problem" was handled by Isaac H. Blanchard, of New York, in such a manner as to provoke discussion. "The Influence of the United Typothetæ of America" was expounded by President Glossbrenner, of that organization, while William B. Brewster, of New York, shed light on "The Board-of-Trade Movement." "The Printer of America and His Opportunity" gave Henry P. Porter, of Boston, an opening in which he took advantage to say something trenchant about the need of making successful business men out of

International Cost Congress, which was held at Chicago last September.

On Tuesday evening there was a banquet at the Savoy Hotel, the toastmaster being John Clyde Oswald. Among those he introduced were Theo. L. De Vinne, Francis F. Moore, Alfred E. Ommen, Dr. Nacy McGee Waters, and President Glossbrenner, of the United Typothetæ.

Southwest Printers' Cost Congress.

At Muskogee, Oklahoma, on November 8 and 9, printers of the Southwest will hold their 1912 cost congress, to which "every employing printer and publisher in the great Southwest is cordially invited." According to the tentative program, W. J. Hartman, of Chicago, F. J. Trezise, instructor of the I. T. U. Course, and J. S. McMillan, of Monroe, Michigan, will be among the speakers. A feature of the congress will be a moving-picture demonstration of paper manufacture and half-tone platemaking.

Inter-Provincial Master Printers' Association.

The special committee appointed at the cost congress held at Calgary, Alberta, on September 5 and 6, met at Saskatoon, Saskatchewan, on September 27, and formed an Inter-Provincial Master Printers' Association. The proceedings were presided over by C. F. Hayes, of Edmonton, Alberta. The new organization promises to become an

important factor in western Canada printing circles. An active campaign has been planned, and it is expected that whole-hearted support will be given the movement.

The following resolution, introduced by Edmonton printers, was adopted:

Resolved, That this association urge upon the different supply houses doing business in the provinces interested, the necessity of using every precaution to protect the interests of the existing printing businesses by refusing to sell additional plants in cities or towns which at present appear amply supplied with sufficient equipment to meet the demands of the trade, unless prospective purchaser is able to furnish the seller with a cash deposit and negotiable securities equal to the full value of the plant sold.

General Organizer Van Pelt, of the United Typothetae of America, addressed the meeting, explaining the benefits of concerted action by employing printers and the accruing profits from the establishment of local printers' boards of trade to regulate prices and discuss the questions pertaining to the cost of production.

Following the adoption of the constitution, the following officers were elected: President, C. F. Hayes, Edmonton; vice-president, Mr. Barker, Regina; secretary-treasurer, Mr. Godson, Macleod, Alta. Executive Committee: Messrs. Barker, Regina; Young, Saskatoon; Jordan, Lethbridge; Sherwood, Calgary; Galbraith, Moosejaw.

Conference of Australian Master Printers.

On September 11-13 the Master Printers' Associations of Australia held their third annual conference at Adelaide, South Australia. Delegates were in attendance represent-

the different elements of the trade together has met with such generous support that the sixth annual meeting is to be conducted along the same lines as its predecessors. Tickets of admission are \$4; ladies \$3. Full information may be had from D. W. Gregory, corresponding secretary, 75 Fifth avenue, New York.

ST. PAUL UNIONISTS HONOR DAVID RAMALEY.

Taking advantage of his golden-wedding anniversary, the typographical union at St. Paul expressed its admiration of David Ramaley, the pioneer printer and advocate of a profit on commercial printing. The expression of esteem took the shape of a communication that speaks for itself

ST. PAUL, MINN., October 9, 1912.

Mr. David Ramaley, 141 East Fifth street, St. Paul, Minn.:

DEAR SIR,—At a meeting of St. Paul Typographical Union, No. 30 held on Sunday afternoon, October 6, instant, the undersigned committee of ten members was appointed to convey to you the union's cordial congratulations on the celebration of the fiftieth anniversary of your marriage and some expression of the gratification and pleasure the members feel over having you live in good health and full vigor to enjoy such an event.

During the fifty-six years of your residence in this city, you have been fruitful in usefulness and benefit to the community, and that fact is highly appreciated by all classes of its people. As a factor in the business activities of St. Paul, as a citizen and as a man, your life has been above reproach in every way, and we can not too warmly commend your entire and uniform fairness and liberality as an employer of labor.

Typographical Union No. 30 holds you personally in the heartiest esteem, and values most highly your frequently manifested interest in its welfare. Its members are unanimous in wishing you still many

EVERY STEP taken in the development of printing has marked an advance in human civilization. Considered typographically or pictorially, the products of the printing-press have proven powerful factors in the education of the world. I know of no profession that has controlled the destinies of man more completely than that of the Master Printer. To him we owe not only the preservation of our arts and crafts but of our laws and literature, for without his help the first would have been forgotten long since, and the last would have passed into oblivion. The Master Printer is the Master of Men.

FRANK H. VIZETELLY.

Dr. Frank H. Vizetelly is the managing editor of the Standard Dictionary.

ing the associations of New South Wales, Queensland, Tasmania, Victoria, Western Australia, and South Australia. Many important questions were discussed, and the conference was the most successful so far held.

Envelope Manufacturers to Meet.

The semiannual meeting of the American Envelope Manufacturers' Association will be held in Chicago, at the Hotel Sherman, November 18 and 19.

Sixth Annual Meeting of Printers' League.

The New York branch of the Printers' League of America will hold its sixth annual meeting on November 20 at Hotel Martinique, Broadway and Thirty-second street. Contrary to usual custom, the meeting will be followed and not preceded by a dinner, the latter to be served at 6:30 P.M. to members and guests. The league's plan of making its gatherings open to all and in the interest of bringing all

years of health, energy and business prosperity, and in sincerely hoping that each of them will be as full of happiness for you as your sterling manhood is of genuine merit.

This committee that did not wait for a funeral but carried flowers to the living was composed of the following old and active members of St. Paul Typographical Union: Cornelius Guiney, M. J. Daly, William Koch, Sr., M. A. Cummings, A. E. Donaldson, J. C. Devereux, Sr., D. De Long, J. H. Wilson, Neil MacDonald and O. H. J. Briggs.

BODONI CENTENARY EXPOSITION AT MILAN NEXT YEAR.

Raffaello Bertieri, of *Il Risorgimento Grafico*, writes us that it has been decided to hold during the coming year an international exposition of printing in honor of the one hundredth anniversary of the birth of G. B. Bodoni. Milan is selected as the place, and we are promised details of the affair at a later date.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Apprentice-pressman.

(1394) Young man, eighteen years of age, desirous of learning newspaper presswork, would like to secure position on a good daily newspaper in any large Pacific coast town, California preferred. Ambitious, and capable of good work.

Experienced Cutter and A-1 Stockman.

(1395) Young man of twenty years' experience would like to secure a position with some bindery-machinery firm as traveling salesman or in a stockroom, or as foreman of small bindery. A-1 operator on cutting machines, and thoroughly experienced in all bindery work, with the exception of bookbinding. Splendid references.

All-around Bookbinder.

(1396) First-class, all-around bookbinder, fully capable of taking charge of an up-to-date bindery, either as desk or working foreman, would like to locate in the South or West. Eight years' experience on all kinds of work. At present foreman of bindery in good plant, but prefers change of locality.

Job Plant for Sale.

(1397) In the central part of Illinois there is an up-to-date job plant for sale that is well worth considering. Original cost of same was over \$15,000, but at present \$4,000 will secure it. Inquirers will receive full information on request.

Machinist-operator.

(1398) Machinist-operator, nine years' practical experience, thoroughly understanding the mechanism of machine on the latest models of linotypes, capable of taking entire charge of machine plant if necessary, is seeking a change. Thirty years of age. Married. Strictly temperate. Also job man of good ability.

Interest in Newspaper and Job Plant for Sale.

(1399) On account of family requiring a different climate, owner of strictly up-to-date weekly newspaper in Utah—prosperous job-printing business in connection—would like to sell. The company owns building which it occupies, pressroom in basement in rear, which is on level with back yard. Strictly up-to-date equipment. The town in which plant is located is the greatest dividend-paying silver-lead camp in the West. Half interest can be bought for \$1,700 down and \$1,500 in monthly instalments, which can be paid from the profits of the business, outside of the purchaser's wages of \$25 a week. No competition. Business established in 1880. Average monthly business is \$850 to \$900.

Maryland Newspaper and Job Plant for Sale.

(1400) Thoroughly up-to-date job plant and weekly newspaper for sale in Maryland. Splendid opportunity for two or more practical men. No opposition nearer than eleven miles. Good surroundings. No indebtedness.

Job Printer and Linotype Operator.

(1401) Good job printer and machinist-operator would like to secure a position where he would have more opportunity than he has at present to work on machine, or would consider the purchase of good small country newspaper in Middle West or West, or small job office in good town. Union. Would also reimburse any one putting him in touch with such opportunities.

Foreman of Pressroom.

(1402) Up-to-date foreman of pressroom, having had charge of pressrooms in New York city for the past sixteen years, desires to make a change. He would like to go West on account of wife's health. Has had experience on magazine, cut, color process and publication work. Forty years of age, temperate, and can furnish references as to ability. At present employed. Union.

All-around Printer or Working Foreman.

(1403) Practical printer of eleven years' experience on newspaper and jobwork desires position where he can make himself useful as an all-around printer or working foreman. Good on ad. and stone work. Thoroughly understands laying out, making up and imposing. I. T. U. Course graduate. Can estimate and sell. Capable of taking charge of medium-sized office. Steady and energetic. Union.

Cylinder and Job Pressman.

(1404) Young man of twenty-four, with seven years' experience, seeks position as pressman on cylinder and jobber. Willing to go anywhere if salary is reasonable. References. Union.

Foremanship Open in Job Department in South.

(1405) A large job plant in Texas, doing a business of over one thousand dollars a month, wants a man qualified to handle the job department. Would be willing to sell small interest to a clean man and give him terms to pay for it; the main thing is the man. The position will pay \$150 a month, and the company is willing to start a man at \$100 and increase him just as fast as he becomes master of the business.

Lady Proofreader or Copy-editor.

(1406) Young lady, thirty years of age, would like to get work as copy-editor, but will also read proof or compile. College graduate and an experienced editorial assistant and proofreader. Can also do abstracting or compiling. Has worked on encyclopedia and on medical, legal and technical books. References. Nonunion.

I. T. U. Graduate with Excellent Average.

(1407) A-1 job compositor would like to secure a position in some large Canadian city where chance for advancement is an inducement to a good workman. I. T. U. graduate with an excellent average. At present holding foremanship in five-man shop doing newspaper, job and bookwork. Twenty-two years of age. Steady. Union.

Young Country Printer Seeks Better Position.

(1408) Young country printer, twenty-four years of age, with present employer ten years, would like to get in touch with a large printing concern, doing the better grades

of printing. Graduate of the I. T. U. Course of Instruction in Printing. Country high-school education. At present does all the job and ad. work in office as well as all the other duties which fall to a country printing-office foreman. Temperate and does not use tobacco in any form.

Young Engraver Wanted.

(1409) Young man wanted, who understands the engraving business and who can take charge of small engraving plant. Position open in the State of Montana.

Pressman Wants Position in California.

(1410) First-class pressman would like position with some concern where ability is appreciated. Prefers California as to locality.

Job Compositor Who Understands Bookmaking.

(1411) Young man, twenty-six years of age, would like to secure a position as job compositor — possibly assistant to foreman or superintendent or as manufacturing man in book plant — where there will be a chance to do the things of which he feels capable. Has studied bookmaking at Roycroft Shop. Familiar with most of the machinery in pressroom and bindery.

Two-thirder and I. T. U. Student.

(1412) Young two-thirder, familiar with country job and newspaper work, is desirous of getting into a large up-to-date printing-shop to complete trade. Not afraid of work and will stick. I. T. U. student. Had some experience on linotype machine. Can make ready on platen press.

Understands Both Mechanical and Business Ends.

(1413) Thorough printer, thirty-six years of age, who understands every angle, not only of the mechanical but the business end of the printing trade, would like to locate in Illinois, Indiana, Ohio or Kentucky, but will go wherever there is a decent prospect. Capable of taking entire charge of a medium-sized shop and handle most any line of job printing, catalogue work, etc. Union. Temperate.

Superintendent or Foreman of Composing-room.

(1414) Young man, thirty-two years of age, would like position as superintendent or foreman of composing-room. Has executive ability. Eighteen years' experience. Looking for a position that holds future for a man who can produce results.

Seeks Position as Layout Man.

(1415) Young man, twenty-six years of age, with ten years' experience in all the departments of printing, and in some of the best shops in the country, would like to secure a position as layout man in some reliable printing concern or with some company desiring a man to handle its printing. At present designer for one of the large typefoundries. Married. Strictly temperate.

Interest in Printing Plant for Sale.

(1416) One of the best printing businesses in the South is for sale. Located in a city of over one hundred thousand population, and does a yearly business of over \$50,000. Reason for selling, senior member wishes to retire. Up-to-date equipment in every particular. Investigation solicited.

Young Partner Wanted.

(1417) Printer-editor of over thirty years' experience, owning thriving Socialist weekly in southern Oklahoma, wants young, ambitious partner, capable of taking charge of mechanical end. Two-thirder considered if references

are good. Takes \$300 to get one-half interest. A proposition worth investigation. Subscription-list growing rapidly and jobwork good. References exchanged.

Would Connect with Printing-house or Newspaper Office.

(1418) Practical printer, editor and manager — would like position with some good retail or wholesale printing-house, or in newspaper field, as advertising assistant or ad. solicitor. Six years' experience in the newspaper business. Graduate of advertising school, enabling him to work effective ads. Conducts independent ad.-writing office and enjoys good patronage.

Notice to Printers of Greater New York.

(1419) Young married man, thirty-one years of age, all-around printer, with wide typographic knowledge, good executive, and thoroughly practical, seeks position as foreman of composing-room, or as superintendent, in Greater New York. Experienced in handling newspapers, publications, catalogue, book and job work; can lay out and arrange work for the most economical handling in the various departments, and make final pronouncements. First-class estimator, systematizer, result-producer. Knowledge in purchasing papers and other supplies. Excellent references. Will furnish particulars as to experience, ability and references.

THE NEW BRITISH COPYRIGHT LAW.

Last Monday the great tangle of copyright laws from which authors and proprietors of copyright have so long suffered came to an end, and the new code propounded by Sydney Buxton, as president of the Board of Trade, came into operation. The changes in the substantive law of copyright, the *Law Journal* points out, are many and far-reaching — a uniform term of life and fifty years will be established for all species of copyright, instead of the varying terms hitherto prevailing; performing right will be merged in the author's copyright; architectural works will for the first time receive the same protection as other works of art; wordless plays, ballets, cinematograph, and musical records will also become subjects of copyright. The right will begin to run from the making of any work, so that it will extend also to works unpublished. Authors, or, rather, their legal personal representatives, will get the benefit of a "double term," the second half of the fifty years' term after death being unassignable except by will, and per contra the system of "compulsory license" will be introduced by the provision that during the last twenty-five years any person may reproduce a work without consent, on payment of a small fixed royalty. Some long-standing grievances and anomalies will, at the same time, be removed — the author of a novel will, in future, have the exclusive right of dramatizing and translating it, and, conversely, the writer of a play will have the right of novelizing it. But what, our legal contemporary goes on to say, will certainly commend the act generally is its abolition of the futile system of registration, which has hitherto been such a pitfall in the way of aggrieved owners of copyright, the simplification and extension of the remedies for infringement, and, above all, the grant of all these new rights and advantages to the present proprietors of copyright, with the free grant to the original authors of the extended term unaffected by any existing assignments. These are great boons, for which we are indebted largely to the work of Sir John Simon, who stood sponsor with Mr. Buxton for the act, and they should secure the new copyright code a hearty welcome, whatever may be said of its minor defects.—*Liverpool Echo*, July 15, 1912.

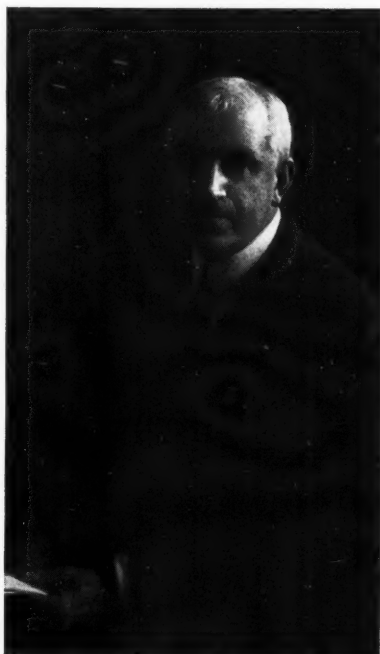


BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

Art in Advertising Arrangement.

In the foreword of his new book, "Principles of Advertising Arrangement," Frank Alvah Parsons says: "The erroneous idea as to the meaning of art and its application to industrial problems, more particularly in the advertising field, is the reason for this book. The term 'prettiness,' frequently used as a synonym for art, gives an entirely wrong impression. Pictures and drawings, particularly in



Frank Alvah Parsons.

President of New York School of Fine and Applied Arts, and author of "Principles of Advertising Arrangement."

color, often pass for art objects when the art in them is too slight to be detected. Art is quality — not mere material. Its elements are fitness and beauty. The successful choice and arrangement of materials of any kind must take into account this art quality because human intelligence demands fitness in things."

This is the key-note of Mr. Parsons' treatment of the question of advertising design, and throughout the book it is applied in a convincing manner. The various chapters treat of "The Meaning and Importance of Advertising," "The Place of Related Shapes in Advertising," "The Significance of Balance in Advertising," "Movement as a

Vital Factor in Advertising," "Emphasis as Applied in Advertising Construction," "Use and Abuse of Decoration and Ornament," "The Province and Power of Color in Advertising," "The Selection and Use of Type in Advertising," and "The Typography of Advertising."

The book consists of 128 pages, 7½ by 10½ inches in size, and is attractively bound in boards. The illustrations and diagrams are numerous and convincing. It is published by the Prang Company at \$2, and may be ordered through The Inland Printer Company.

"Twilight Thoughts."

Irving J. A. Miller, a Chicago printer, is the author of a very handsomely printed and attractively bound volume of verse, "Twilight Thoughts — a Poetic Reverie on Man." The work bears the imprint of the Blakely-Oswald Printing Company, Chicago.

Practical Text-book of Lithography.

The invasion of the printing field by the offset press has awakened keen interest in lithography. Warren C. Browne, editor and proprietor of the *National Lithographer*, himself a printer, has contributed, in the "Practical Textbook of Lithography," a modern treatise on the art of printing from stone, a text-book "made as lucid as possible in plain, understandable English." It is designed to be an ever-ready help to the practical worker, and contains 231 pages, covering the entire range of work in lithography. The price is \$2.50, postpaid in the United States. May be obtained through The Inland Printer Company.

Scientific American Reference Book.

The Scientific American Reference-book for 1913 contains within its covers a mass of information arranged and classified for ready reference, which makes it one of the most extraordinary productions of accumulated facts of which we have knowledge. Comprised in its six hundred pages and one thousand illustrations are chapters devoted to every phase of human endeavor, with full statistical information. Substantially bound in blue-gray buckram, printed in small but clear-cut, well-printed type, its low price of \$1.50 brings it within the reach of every student and reader.

Poates' Atlas of the World.

The general reader is not particularly strong in geography, and he has little time to make a special study of the subject. But a good working knowledge of geography can be obtained by a habit of reference in the course of one's occasional reading. Poates' Complete Atlas of the World is admirably adapted to this purpose. It is convenient in size, beautifully engraved and clearly and distinctly printed. The atlas is 9½ by 6¾ and has 193 pages of maps printed in five and six colors, showing special features by separate

printings. It gives an alphabetical index of states, countries, besides the states with their counties and important cities and towns with their populations according to the census of 1910, and the principal cities of the world. The convenient size of the atlas makes it specially valuable for the home, library, schools, banks and offices. Bound in cloth, \$1.50; leather, \$2. Sent prepaid to any address in the United States on receipt of price. May be obtained through The Inland Printer Company.

"The Cameo of the Empress."

An artist who desires to paint a realistic Joan of Arc and to that purpose burns the fingers of his model with a

full of incident. The action is laid in Naples, Pompeii and Capri, but the author, Sigmund Krausz, dedicated his production to the Press Club of Chicago, "in whose atmosphere it was conceived." The publishers are Laird & Lee, Chicago.

Electric Motors.

"The Electric Motor and Its Practical Operation," by Elmer E. Burns, will be found a valuable work to all users of electric motors. It is written in a nontechnical style and is very fully illustrated. An appendix giving the horse-power required to drive various machines is a valuable feature contributed by the Lloyd Association Illumi-



WANTED—A TITLE FOR THIS PICTURE.

A Year's Subscription to "The Inland Printer" Will Be Given for the Most Acceptable Title for the Above Illustration.

Titles must not exceed fifteen words. Address to Title Contest Editor, The Inland Printer, 632 Sherman street, Chicago. Contest will be closed November 16. Announcement of the result will be made in the December INLAND PRINTER.

hot poker. A cameo found by a young Italian and purchased by a young American archaeologist for a small sum, and the resentment of the young Italian at being bunkoed, expressed by an effort to puncture the archaeologist. Failure to effect this purpose. The young Italian wins the affections of the archaeologist's best girl and is about to make even by a mock marriage, when the archaeologist and the poker artist arrive, accompanied by their common friend—a Hindoo and mystic adept. The archaeologist and the artist save the young woman from the horrible fate, which it seems she contemplated with great cheerfulness; the adept takes the youthful Italian away with him and puts him to sleep, making him dream horrid dreams, minutely and feelingly described. The "Cameo of the Empress," it will be readily discerned from this partial synopsis, is

nating Companies. From this we select the list pertaining to the printing trades for publication by special permission.

REQUIRED HORSE-POWER FOR MACHINES IN THE PRINTING TRADES.

SERVICE.	REQUIRED H. P.
<i>Bookbinding and Printing:</i>	
Latham Monitor stitcher.....	0.5
Hickok ruling machine.....	0.25
Hickok knifegrinder	1
Hickok round-corner machine.....	0.25
Morrison wire-stitcher, No. 2.....	0.125
Morrison wire-stitcher, No. 4.....	0.25
Morrison wire-stitcher, No. 12.....	0.5
Dexter folders, No. 121, standard.....	2
Dexter folders, No. 122, special.....	3
Dexter folders, No. 125.....	2

SERVICE.	REQUIRED H. P.	SERVICE.	REQUIRED H. P.
Dexter folders, No. 131, quadruple.....	2	Harris presses, No. 10.....	2
Dexter folders, No. 132, quadruple.....	3	Harris presses, No. 11.....	2
Dexter folders, No. 44.....	0.75	Harris presses, No. 12.....	2
Dexter folders, No. 80.....	1	Harris presses, No. 14.....	2
Dexter folders, No. 93.....	2	Harris presses, No. 15.....	2
Dexter folders, No. 148.....	3	Harris presses, No. 18.....	3
Sheridan die presses, 44 by 22 in.....	2	Harris presses, No. 21.....	4
Sheridan die presses, 33 by 18 in.....	1	Harris presses, No. 22.....	5
Sheridan rotary shears.....	0.75	Harris presses, No. 23.....	5
Sheridan arch embosser.....	1	Harris presses, No. 24.....	5
Sheridan 1-inch horizontal covering machines.....	2	Harris presses, No. 27.....	12
Sheridan casemaker.....	2	Miehle press (pony).....	1
Sheridan gathering machine.....	1	Miehle No. 0 press.....	2.5
Sheridan hand-clamp book trimmer.....	1	Miehle No. 00 press.....	3
Sheridan automatic book trimmer.....	1	Miehle No. 000 press.....	4
Sheridan new mill cutters.....	3 to 5	Miehle No. 0000 press.....	5
Sheridan 34-in. perfection cutter.....	1	Whitlock 25 by 38 press.....	2
Sheridan hand-clamp cutter.....	1 to 2	Cottrell 25 by 30 press.....	1.5
Sheridan automatic paper cutter, 36-in.....	1	Cottrell 38 by 52 press.....	3
Sheridan automatic paper cutter, 50-in.....	2	Cottrell 42 by 56 press.....	5
Sheridan automatic paper cutter, 65-in.....	3	Cottrell 43 by 60 press.....	5
Sheridan automatic paper cutter, 75-in.....	5	Cottrell 46 by 60 press.....	5
Gally Universal presses, 10 by 15 in.....	1	Cottrell perfecting press, 39 by 54.....	7.5
Gally Universal presses, 14 by 22 in.....	1.5	26 by 40 Whitlock press.....	2
Gally Universal presses, 20 by 40 in.....	2	35 by 47 Campbell press.....	4
Chandler & Price presses, 7 by 12 in.....	0.25	Pony Campbell press.....	2
Chandler & Price presses, 12 by 18 in.....	0.5	32 by 52 Century press.....	4
Chandler & Price presses, 14 by 20 in.....	0.5	22 by 32 Century press.....	1.5
Goss perfecting presses, two-deck.....	35	22 by 32 Scott press.....	1.5
Goss perfecting presses, three-deck.....	1-5 and 1-40	Book-pasting machine.....	1
Goss perfecting presses, four-deck.....	1-7.5 and 1-60	Book trimmer.....	3
Goss shaver.....	3.5	Book smasher.....	3
Goss tail cutter.....	4	Book-sewing machine.....	1.5
Matrix machine.....	3.5	Book-embossing machine.....	3 to 10
Goss duplex rotary presses, quadruple.....	35	Book stitcher.....	0.25
Goss duplex rotary presses, sextuple.....	1-7.5 and 1-50	Book-punching machine.....	0.25
Goss duplex rotary presses, octuple.....	2 to 35	Book-paging machine.....	0.125
Potter perfecting rotary presses, 16-page, two-deck.....	15	Board cutter.....	1
Potter perfecting rotary presses, 24-page, three-deck.....	25	Profiling machine.....	1
Potter perfecting rotary presses, quadruple.....	35	Gold-dust machine.....	0.25
Whitlock presses, 45 by 62 in.....	5	Book stamp.....	2 to 5
Whitlock presses, 43 by 56 in.....	4	Ruling machine.....	0.25
Whitlock presses, 30 by 52 in.....	3.5	Round-cornering machine.....	0.5
Whitlock presses, 35 by 47 in.....	3	Book-gumming machine.....	0.125
Whitlock presses, 29 by 42 in.....	3	Prouty perfecting press, 12 by 18.....	1
Whitlock presses, 27 by 40 in.....	2.5	17 by 22 Cranston press.....	1.5
Whitlock presses, 27 by 31 in.....	2	21 by 30 Campbell press.....	1.5
Whitlock presses, 30 by 52 in.....	3.5	42 by 60 Century press.....	7.5
Whitlock presses, 41 by 52 in.....	3.5 to 5	28 by 42 Century press.....	4
Huber-Hodgman presses, 52 by 70 in.....	6	Pony Century press.....	2
Huber-Hodgman presses, 49 by 66 in.....	5.5	Automatic cylinder-press feeder.....	1
Scott presses, 32 by 47 in.....	3	33 by 47 Scott press.....	5
Scott presses, 35 by 51 in.....	3.5	42 by 55 Scott press.....	5
Scott presses, No. E-2.....	2	26 by 34 Scott press.....	2
Scott presses, No. E-3.....	2.5	Linotype machine.....	0.25
Scott presses, No. E-4.....	3	Typecasting machine.....	0.5
Scott presses, No. E-5.....	3.5	Paper-basting machine.....	2
Scott presses, 26 by 36 in.....	3	Knife grinder.....	2
Scott presses, 33½ by 46 in.....	4	44-in. Oswego cutter.....	2
Scott presses, 36½ by 48 in.....	4.5	36-in. Oswego cutter.....	1
Scott presses, 40 by 52 in.....	5	48-in. Sanborn cutter.....	2
Scott presses, 43½ by 56 in.....	5.5	Seybold embosser.....	5
Scott presses, 47 by 62 in.....	6	Cardboard-splitting machine.....	1
Scott presses, 48½ by 66 in.....	6	Envelope machine.....	1
Scott presses, 38 by 51 in.....	5	Seybold three-knife book cutter.....	5
Scott presses, 46 by 60 in.....	6	Victory embossing machine.....	1
Scott presses, 46 by 70 in.....	6.5	Ink mills.....	1 to 7.5
Hoe presses, No. 6.....	4	Blackhall embossing machines.....	0.5
Hoe presses, No. 8.....	5	Huber-Hodgman presses, 46½ by 62 in.....	5
Hoe presses, No. 4.....	3	Huber-Hodgman presses, 46½ by 56 in.....	5
Hoe presses, No. 5.....	4	Huber-Hodgman presses, 42 by 52 in.....	4
New Cranston presses, 26 by 39 in.....	3	Huber-Hodgman presses, 38 by 48 in.....	3
New Cranston presses, 33 by 48 in.....	3	Huber-Hodgman presses, 31 by 43 in.....	3
Harris presses, No. 1.....	0.5	Huber-Hodgman presses, 28 by 33 in.....	2
Harris presses, No. 2.....	0.5	Huber-Hodgman presses, 40 by 52 in.....	6
Harris presses, No. 3.....	0.5	Campbell Century presses, 45 by 62 in.....	5
Harris presses, No. 4.....	1	Campbell Century presses, 43 by 56 in.....	5
Harris presses, No. 5.....	1	Campbell Century presses, 39 by 52 in.....	5
Harris presses, No. 6.....	1	Campbell Century presses, 36 by 48 in.....	4
Harris presses, No. 7.....	2	Campbell Century presses, 30 by 42 in.....	3
Harris presses, No. 9.....	2	Campbell Century presses, 26 by 36 in.....	3

SERVICE.	REQUIRED H. P.
Campbell Century presses, 26 by 35 in.....	3
Campbell Century presses, 25 by 31 in.....	3
Victoria printing presses, No. 4.....	1
Victoria printing presses, No. 5.....	1
Victoria printing presses, No. 6.....	2
Colt's Armory presses, 10 by 12 in.....	0.5
Colt's Armory presses, 10 by 15 in.....	0.5
Colt's Armory presses, 13 by 19 in.....	0.75
Colt's Armory presses, 14 by 22 in.....	0.75
Colt's Armory presses, 15 by 22 in.....	1
Golding job presses, 8 by 12 in.....	0.75
Golding job presses, 10 by 15 in.....	0.75
Golding job presses, 12 by 18 in.....	1
Golding job presses, 15 by 21 in.....	1
The Perfected Prouty presses, 7 by 11 in.....	0.125 to 0.25
The Perfected Prouty presses, 9 by 13 in.....	0.25
The Perfected Prouty presses, 10 by 15 in.....	0.5
The Perfected Prouty presses, 12 by 18 in.....	0.75 to 1
The Perfected Prouty presses, 13 by 21 in.....	0.75 to 1
Babcock presses, 26 by 32 in.....	2
Babcock presses, 27 by 39 in.....	2
Babcock presses, 28 by 41 in.....	2
Babcock presses, 30 by 43 in.....	3
Babcock presses, 32 by 47 in.....	3
Babcock presses, 36 by 52 in.....	4
Babcock presses, 39 by 53 in.....	5
Babcock presses, 39 by 55 in.....	5
Babcock presses, 41 by 55 in.....	5
Babcock presses, 43 by 63 in.....	6
Babcock presses, 47 by 66 in.....	6
Babcock presses, 22 by 27 in.....	1
Babcock presses, 27½ by 40 in.....	1.5
Babcock presses, 33½ by 48 in.....	2
Babcock presses, 38 by 51 in.....	2.5
Babcock presses, 24 by 31 in.....	1.5
Babcock presses, 29 by 43 in.....	4
Babcock presses, 39 by 52 in.....	5
Babcock presses, 43 by 57 in.....	6
Scott presses, 17 by 22 in.....	1.5
Scott presses, 33½ by 47 in.....	2.5
Scott presses, 30 by 42 in.....	3
Scott presses, 24 by 29 in.....	2
Scott presses, 26 by 34 in.....	2.5
Scott presses, 29 by 42 in.....	3.5
Monotype machine and air pump.....	2
10 by 12 Gordon job press.....	0.25
12 by 18 Gordon job press.....	0.5
12 by 18 Golding press.....	0.75
36 by 49 folding-machine.....	1
40 by 56 folding-machine.....	2
48-in. Brown folder.....	2
Case roller.....	0.25
Envelope folder.....	0.66
Glue mixers.....	1
48-in. envelope die press.....	1
<i>Paper-box Machines:</i>	
Scoring machine.....	1
Corner cutter.....	0.125
Strawboard splitter.....	1
Nailing machine.....	0.25
Cornering machine.....	0.1
Corner stayer.....	0.125
Downing machine.....	0.5
Slitting machine.....	0.5
Wire-stitcher.....	0.125
Wrapping machines.....	0.125
Crimping machines.....	0.333
Tin press.....	0.666
Tube roller.....	0.25
Swedging machine.....	0.25
Spiral box machine.....	1
Covering machine.....	0.25
Baling press.....	5
Dextrine mixer.....	2
Liner and dyer.....	2

This informing book is published by the Joseph G. Branch Publishing Company; 5 by 7½ inches; 192 pages; full reference index. Bound in dark-blue ribbed buckram, stamped in white foil. The price of the work is \$1.50. It may be obtained through The Inland Printer Company.

GEORGE ADE FOR GOVERNOR.

"Honorable George Ade, Mentioned as Candidate for Governor of the State of Indiana," is the way it will read in history. The announcement occasioned so much excitement in the political arena of Hoosierdom that it was necessary for the sage of Brook, Indiana, to issue a proclamation and avert a stampede.

In order that the historical records may be accurately preserved among other official records, the announcement that Hon. George Ade is mentioned as a candidate for Governor is placed herewith on file, and if there are no objections will stand adoption.

"I have no wish to be Governor of my beloved State. I have even less of a wish to be a candidate for Governor. At the same time, I have no earthly objection to being mentioned for the governorship.

"During the present rainy spell, which has delayed planting of corn, we sit around and mention our friends for the governorship. It is our personal indoor sport. 'Everybody's doin' it—doin' it.' Sometimes a man with a particularly keen insight into the possibilities of the autumn mentions an enemy.

"The suggestion that I might under certain unforeseen conditions become a candidate has brought mirth and laughter into many homes, lately saddened by the internal dissensions of our party. It has caused no inconveniences to friends and has not alarmed others. It will permit the biographer to say in my obituary notice: 'In 1912 he was mentioned for the governorship.' Therefore it is a good thing.

"After all, I would rather be mentioned for the governorship than be elected Governor and then keep on being mentioned. With this kind explanation I shall retire to the storm-cellar.

—(Signed) GEORGE ADE."

—Joe M. Chapple, in the *National Magazine*.

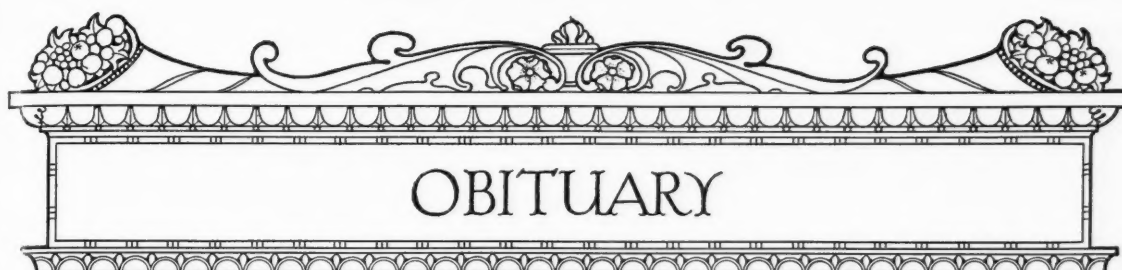
A CORRECTION.

In the September number of THE INLAND PRINTER an item calling attention to the eight-page insert of the Mergenthaler Linotype Company was confusing to our readers through the omission of two words in a sentence which should have read as follows (the words omitted being italicized here): "The Linotype Company is confident of the strength of its position, for it will be noticed on page 5 of the advertisement an invitation is given to printers to send to the company for a list of users in their neighborhood."

As stated at that time, the Mergenthaler Company has such confidence in its three-magazine linotype—Quick Change Model 8—that it is eager to refer all prospective buyers to those who have installed and are now using this remarkable machine.

THE ORDER OF P-I-C-A.

At each succeeding printers' convention the Order of P-i-c-a becomes a larger factor in creating genuine good fellowship among those in attendance. At the Cincinnati meeting there were signs of "Welcome, P-i-c-a," at every turn, and the "live wires" of this organization made all of Cincinnati aware of the fact that an important convention and exhibition was being held in that city. A parade of "Picas" in uniform, headed by a brass band and mounted police, was a feature that added much to the interest created in the big show, and the "boys" of P-i-c-a deserve praise for the boosting they gave the convention.



Abner Greenleaf.

Abner Greenleaf, president of the Ottmar Mergenthaler (Linotype) Company, and an inventor, died at his home in Baltimore, Maryland, on September 10, aged sixty-eight years.

James Murrin.

James Murrin, who had been connected as a salesman with the George H. Morrill Company, printing-ink manufacturers, for a quarter of a century, died in Chicago on September 29. Mr. Murrin was well and favorably known to the trade.

Thomas J. Gleason.

Thomas J. Gleason, printer and soldier, for many years a compositor on the *Buffalo Times*, died at his residence in that city on September 20, aged sixty-four years. Mr. Gleason was a native of Dublin, Ireland, arriving in Buffalo when only a boy. He served in the Civil War and participated in different Indian battles on the frontier in 1864. Mr. Gleason was a charter member of the Buffalo Typographical Union, and was well known in local newspaper circles.

Douglas Taylor.

Douglas Taylor, senior member of the printing firm of Douglas Taylor & Co., and one of the incorporators of the Benjamin Franklin Monument Fund, which erected the statue in Printing House square, New York city, died at his home at Tuckahoe, New York, on September 10, aged eighty-two years. Mr. Taylor was one of the founders of the Manhattan Club, a commissioner of jurors in New York county for eleven years, member of the Centennial Commission in Philadelphia in 1876, and was named by President Grant to represent the United States at the World's Fair in Vienna. He had also been connected with the Department of Education in various positions.

Charles Edwards.

Charles Edwards, for sixteen years treasurer of the Edwards & Deutsch Lithographing Company, Chicago, died at his home, 4214 Ellis avenue, on September 23, aged sixty-six years. Mr. Edwards at one time held proprietorship in the *Illinois State Register*, and was connected with the *Illinois State Journal*, at Springfield, the place of his birth. He also had been instructor in Bryant & Stratton's Commercial College, Springfield. Mr. Edwards' grandfather — Ninian Edwards — was the first and only Territorial Governor of Illinois, from 1809 to 1818; United States Senator from Illinois from 1818 to 1824, and Governor of Illinois from 1826 to 1830. His mother was the sister of the wife of the martyred President — Abraham Lincoln — the latter having been married at the home of Ninian W. Edwards, father of Charles Edwards, in Springfield. It was at the home of the latter that Mrs. Lincoln died.

In 1896, together with the late Paul Heitman, and Joseph Deutsch, the corporation of Edwards, Deutsch &

Heitman was formed, the title of which, upon the death of Mr. Heitman, was changed to Edwards & Deutsch Lithographing Company, and Mr. Edwards was its secretary and treasurer until 1910, disposing of his interests at that time, although he was not actively engaged in the business, owing to ill health for several years previous.

John Hope.

John Hope, said to be the most expert engraver on copper rolls the world has known, and the inventor of the pantograph, which brought him fame in his calling, died at his home in Providence, Rhode Island, on September 8, at the advanced age of ninety-two years. In noting his death, the *Providence Bulletin* says:

For seventy-seven years Mr. Hope was identified with engraving plants, and for seventy years of that time he had been the head of the business, first in England and then in this city. The "House of Hope," as the firm was familiarly called, dates back for one hundred and two years. Quiet, unostentatious and ambitious, Mr. Hope steadily worked through his long life to build his business into the most successful one of the kind in the world, and at the time of his death his machines were in use in every part of the world where engraving on rolls is practiced, and had revolutionized the industry. This machine [the pantograph], which permitted of doing the most accurate work ever seen in engraving rolls, is now in use in all parts of the world and, in addition to its use in calico printing establishments, is used by the governments of the United States, Canada, China and Japan in engraving banknotes. By its use it is possible to reproduce in exact detail the most intricate and artistic designs for printing on textiles.

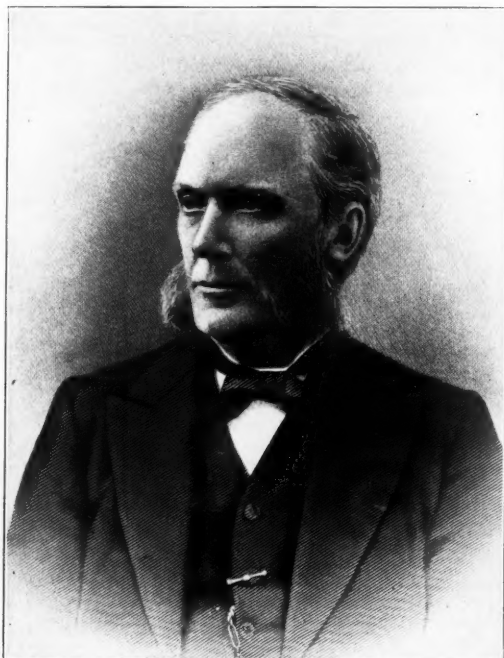
Ferdinand Wesel.

On September 20, at Hoechst a. M., Germany, Ferdinand Wesel, aged sixty-six. Mr. Wesel was on a visit to Germany, accompanied by his wife, and the cablegram announcing his death came as a profound shock to his family at home and to the officials of the F. Wesel Manufacturing Company, over which Mr. Wesel had presided for the past thirty-two years. Mr. Wesel was born in Frankfurt a. M., in 1846. He learned the printing-machinery trade in the thorough manner characteristic of his countrymen. In 1866 he came to America and applied his expert knowledge in a number of shops and engaged with R. Hoe & Co. in 1868, taking charge of one of the important manufacturing departments for twelve years. He established the F. Wesel Manufacturing Company in 1880, and though beginning in a small way the business developed with a rapidity which made four removals to larger premises necessary in the first twelve years. To provide for present needs and future growth, Mr. Wesel secured the old Twenty-third Regiment Armory at Cranberry and Henry streets, Brooklyn, in 1892, remodeled it and made it the nucleus about which the present great works are built.

Mr. Wesel was an indefatigable worker, and had the faculty of vision. These combinations and his trained skill enabled him to secure results which have placed the products of the Wesel Manufacturing Company on a plane which has won for them a world-wide reputation.

J. W. Butler.

Full of years and honor, Julius Wales Butler, president of the J. W. Butler Paper Company, Chicago, died at his residence in Oak Park on Thursday, October 17, in his eighty-fifth year. He was one of the oldest merchants in the city of Chicago, and president of perhaps the oldest Chicago establishment. His family has been identified with paper manufacturing for over one hundred years. He was born in Vermont, May 7, 1828, at Hubbells Falls, where his father operated a paper mill. He finished his education at Hinesburg Academy, in Chittenden County. In the thirties the Butler family, leaving Julius in the East, settled in

**J. W. Butler.**

St. Charles, Illinois, and in 1840 Oliver M. Butler, the eldest brother, erected the first paper-mill built west of New York. The ruins of this paper-mill remain at this day on the old site. October 1, 1848, Julius W. moved to St. Charles and became active in the paper-mill. In the latter fifties a more modern mill for the manufacture of print paper was erected on the opposite side of the Fox river from the first mill, and it is interesting to note that at that time paper for all of the newspapers west of Detroit was supplied by this mill.

In 1844 the Chicago warehouse of the J. W. Butler Paper Company was established for the distribution of the product of the mills. All transportation in those days was effected by means of wagon teams, and until the railroads reached Chicago deliveries were made by these teams as far distant as Janesville, Milwaukee, St. Paul and Galena, the wagons taking out the finished product and bringing back rags.

The founder of the Butler family came to the American colonies in 1630, and his descendants, as far as known, have been interested in the manufacture of paper.

Mr. Butler was the senior deacon of the Union Park Congregational Church, now the First Congregational Church, and a charter member of the Union League Club. Genial yet self-contained, sagacious and benevolent, he was

active in all worthy civic and philanthropic movements. On May 27, 1857, he was married to Julia Ann Osgood, who with their two sons — Frank O. and J. Fred Butler — survive him. His monument is the great establishment which bears his name and the record of a worthy and helpful life.

EVERY COUNTRY EDITOR SHOULD BE THE AGENT OF TEN GREAT CONCERNS—WELL PAID.

We repeat that advertising in country newspapers, properly utilized, is the most valuable advertising in the world for its cost. We urge advertisers to take advantage of the opportunities offered by the country newspapers. We add, incidentally, that we don't own and never expect to own any country newspaper or to have an interest in a country newspaper.

A country editor with five hundred circulation or more for his daily or weekly can talk to five hundred good, typical American families, all purchasers, all desirable customers.

Every publisher of a country newspaper should be, through his advertising columns, the trusted and valued agent and promoter of at least ten great industrial merchandizing concerns.

The country publisher alone is able through his columns to sell everything. His readers buy everything that is for sale—from nails to pianos, from pills to automobiles. They buy paint and roofing and stoves and lamps—hundreds of commodities that the city dweller never buys.

There is not a community in the United States in any one of which ten or even fifty great American merchants and manufacturers would not gladly hire at high pay a competent, earnest representative able to talk every day to five hundred or more families.

And every businesslike, hard-working country publisher is such an agent, able every day to reach the consumers that nobody else can reach.

The country newspaper is the best of all advertising mediums.

And the publisher's profits should be not less than \$6 annually for every copy of the paper sold.

Little by little advertisers will come to learn the value of the country newspaper, and very rapidly, let us hope, the country editors will come to learn the value of that which they have for sale and will demand and get their share of the national prosperity, acting as national, industrial and commercial representatives, and not merely as the local mouthpieces of local merchants barely able to support themselves.

The publishers that really protect the people—the hard-working owners and editors of the fifteen thousand or more country dailies and weeklies—must unite to protect themselves and get their share of national prosperity.

They must free themselves from the idea that the country editor is the private property of the local druggist, groceryman, butcher and hardware dealer.

They must give good and faithful service to their local business men, and at the same time good and faithful service to the great mass of so-called foreign advertisers. Thus their prosperity will be doubled and quadrupled and their capacity for usefulness increased accordingly.

The country editor with a thousand circulation can make himself worth to the community at least \$6,000 a year. He can make his paper earn that if he chooses to do it.

He must be his own master, not ruled by local merchants or corporations or politics—recognizing only his readers as clients, customers, advisers and equals.—*Chicago American.*

RETIREMENT OF OLDEST TRUSTEE OF UNION PRINTERS HOME.

It is the unanimous verdict of all visitors that the Union Printers Home at Colorado Springs is a well-maintained institution. If we were disposed to be patronizing, we might say it was a marvelous undertaking for working-men without business training to handle. But THE INLAND PRINTER has always been firm in the belief that the printer is capable of accomplishing anything he wants to accomplish. So for the Home management we seek no handicap,



L. C. Shepard,

Who retires after eighteen years' service as trustee of the Union Printers Home.

and say it has been well managed when compared with any similar institution managed by men selected from any walk in life.

The man most intimately and actively identified with the Home for the longest period of time is L. C. Shepard, of Grand Rapids, Michigan, who retires on November 1 after sixteen years' service as a trustee. He is a type of the printer who is fast passing away, having an army record and having spent a portion of his life in the front-office end of the theatrical business. He was associated with the late Kirk La Shelle—also a printer—until the very evening of that author-manager's great success, since which time he has declined all offers to return to the atmosphere of the footlights. Mr. Shepard prefers to remain at his trade, and for a number of years "held down" a proof desk in Chicago. At present he holds a similar position in Grand Rapids, where he owns some residence property.

In politics he is a pronounced standpatter, and works at it. For many years Mr. Shepard has been an important influence in the politics of the typographical union. An incidence of his activity has been some abuse and severe criticism of his successful methods, but no one ever seriously thought of questioning his honesty or his sincerity.

At the last meeting of the board of trustees of the Union Printers Home his colleagues presented him with a gold watch, chain and I. T. U. charm, and ordered that resolu-

tions be engrossed and presented to him. The minute and resolutions are as follows:

Trustee L. C. Shepard was elected a member of the Board of Trustees of the Union Printers Home at the Louisville convention of the International Typographical Union, held in 1894. Trustee Shepard has been a continuous member of the board since that time, and is the oldest member of the Board in length of service.

During Trustee Shepard's trusteeship all of the development of the Union Printers Home has taken place, and in that development Trustee Shepard has been a conspicuous figure. His one idea has been to make the Union Printers Home an institution creditable to the International Typographical Union, and a haven of rest for the aged and afflicted members of the organization. Trustee Shepard's course in this connection has always been consistent and inspired by true union principle and sentiment.

Trustee Shepard has passed through the storms and stress that have afflicted the Home, and also through its fair-weather periods. In cloud and sunshine Trustee Shepard has always been an optimist, and always confident that the International Typographical Union would in the end make a success of its Home venture.

Now that Trustee Shepard is about to sever his official connection with the Board of Trustees of the Union Printers Home, he has the satisfaction of knowing that his optimism and perseverance have been rewarded with victory, for the Union Printers Home—the only institution of its kind in the world—is without a rival in the fulfillment of its mission. It is not only an undisputed asset for the International Typographical Union, but it is a credit to the trade-union movement; therefore, be it

Resolved, That the Board of Trustees of the Union Printers Home, in annual meeting assembled, expresses regret at the loss to the institution of the services as trustee of Mr. L. C. Shepard, and expresses for Trustee Shepard the highest appreciation and regard, and the hope that his future may be as happy and contented as he has labored to make the lives of the residents of the Union Printers Home.

Resolved, That this preamble and resolution be suitably engrossed and presented to Trustee Shepard."

THE TUNES THAT LINCOLN KNEW.

An addition to the anecdotes about Lincoln is contributed by Madame de Hegermann-Lindencrone, whose book of memoirs, "In the Courts of Memory," has just been published. At the Sanitary Fair held in Philadelphia in 1864 Madame de Hegermann-Lindencrone, then Mrs. Moulton, was asked to sing for the President. After she had finished "Robert Adair," Lincoln, holding her hand in a grip of iron, said: "Music is not much in my line, but when you sing you warble yourself into a man's heart. I think I might become a musician if I heard you often; but so far I only know two tunes." "'Hail Columbia'?" she asked, "You know that, I am sure!" "Oh, yes, I know that," he replied, "for I have to stand up and take off my hat." "And the other one?" "The other one! Oh, the other one is the one when I don't stand up!"

SCHOLASTIC FLIPPANCY.

"And now," continued the professor of history, "permit me to mention a tireless worker in the great cause of humanity——"

"Attireless worker?" interrupted one of the seniors; "pardon me, professor, but if you are referring to Lady Godiva, she was attired in her luxuriant hair."—*Chicago Tribune*.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Printers Hold Twenty-fifth Anniversary Banquet.

The twenty-fifth annual banquet of Binghamton (N. Y.) Typographical Union, No. 232, was held at the Hotel Bennett, that city, Saturday evening, October 12.

Printing Trades Exhibits to Be Admitted Duty Free.

Through a special act of Congress all foreign exhibits for the Printing, Advertising, Publishing and Allied Trades Exposition, to be held at the Grand Central Palace, New York, on April 19-26, 1913, will be admitted duty free. This fact insures a good representation of foreign printing machinery and printing products at the exposition.

A New Crimping and Flexing Machine.

A new crimping and flexing machine has just been perfected by the Sam'l C. Tatum Company, of Cincinnati, Ohio. It is an open-side machine, permitting the passing through of any size sheet. The crimper is provided with three pairs of crimping rolls and one pair of ironing rolls, these rolls permitting very delicate adjustments, and making it possible not only to crease the sheets but thoroughly flex them



TATUM'S NEW CRIMPING AND FLEXING MACHINE.

as well, without weakening the paper. The roll-shafts are of special steel, running in brass boxes and provided with ample oiling devices. The work is rapidly done, passing out at the back into an inclined "lay-boy" which automatically takes care of the sheets. The new machine is shown in the accompanying illustration.

Edwards & Deutsch Company Enlarging Plant.

The well-known Chicago lithographers — Edwards & Deutsch Lithographing Company — are adding two new stories to their plant at 2320-2332 Wabash avenue, which will increase the floor area twenty-five thousand square feet, making in all one hundred thousand square feet of

floor space devoted to the company's business. The present building was erected especially for this concern about six years ago, but the growth of the business has been so rapid — exceeding all anticipations — that for the past two years the company has been badly handicapped for room. It is expected that the addition will be ready for occupancy about November 15.

To Teach Parts of Printing Trade.

A class in typesetting, proofreading and copy-editing is being instituted in the Murray Hill Evening Trade School, in East Thirty-eighth street, New York. Arnold Levitas, of No. 516 East Seventy-eighth street, will conduct the class.

O. J. Price Now Sales Manager for Swink Company.

O. J. Price, son of William H. Price, Jr., one of the founders of the Chandler & Price Company, has been appointed sales manager of the Swink Printing Press Company, of Delphos, Ohio. Mr. Price has been connected for the past fifteen years with manufacturers of printing machinery, and his wide experience should make him a valuable acquisition to the Swink concern.

Paper Published on Train.

The "Made in Pittsburgh" special train which has been touring the country is said to be a miniature city. There is a telephone in each of the twelve cars, a laundry agency, a stand where Pittsburgh stogies are sold, and a daily newspaper office, from which a "live" paper is issued daily containing news of the train, news from home and other things of interest to the inhabitants, including an account of the day's itinerary.

Establishes Branch in New Orleans.

B. F. Copeland has been made resident manager of a branch of the Big Four Printing Ink Company, recently established at New Orleans, Louisiana. Mr. Copeland is widely known among printing craftsmen of the Southern States, having already established a large business there. It is stated that if the business justifies it a plant will be built in New Orleans. James Boyd, president of the company, is a native of that city.

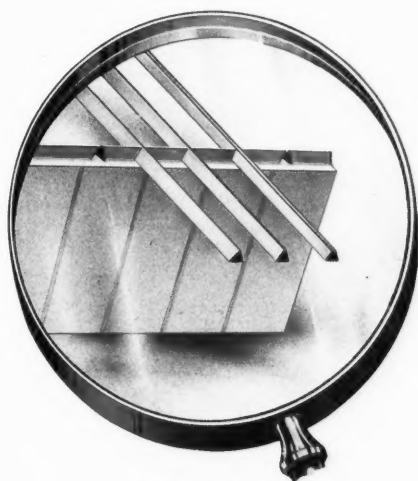
St. Paul Printing Trades Club Incorporates.

Articles of incorporation for the Allied Printing Trades Literary clubs, of St. Paul, Minnesota, were filed recently with the secretary of state. The society will either rent or buy clubrooms in St. Paul. Its purpose will be to promote the moral welfare of its members and disseminate literature. The officers are: J. C. Cutler, president; Henry Goetzinger, vice-president; Henry Crepeau, secretary; W. C. Henning, treasurer. The incorporators are Messrs. Henning, Cutler and Crepeau.

New Device for Ruled Blank Forms—"The Cross-rule Broach."

A satisfactory and comparatively inexpensive method of producing ruled blank forms is afforded users of the Lino-Tabler system by a device recently perfected by Ashton G. Stevenson, inventor of the line-cast tabular method now in general use on the linotype machine.

As dash-rules automatically cast on the linotype are utilized, the name "cross-rule broach" is the not inappropriate one chosen for this latest composing-room accessory,



RULES AND SLUG.

the extreme simplicity of which is shown by the accompanying illustration.

A multitude of uses for the broach will readily suggest themselves, the mere composition of the various-ruled blank forms common to the average city or country printing-office being by no means its most important function. Work of the character referred to can be carried on, with the new

Sizes	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Sizes
5½-pt.	456	484	512	544	572	600	628	656	684	712	740	768	800	828	856	5½-pt.
6-pt.	384	408	432	456	480	504	528	552	576	600	624	648	672	696	720	6-pt.
7-pt.	282	300	318	336	354	372	390	408	426	444	462	480	498	516	534	7-pt.
8-pt.	216	228	240	252	264	276	288	300	312	324	336	348	360	372	384	8-pt.
9-pt.	171	181	192	203	213	224	235	246	256	267	277	288	299	309	320	9-pt.
10-pt.	138	147	155	167	173	181	190	199	207	216	225	233	242	250	259	10-pt.
11-pt.	114	121	128	136	143	150	157	164	171	178	185	192	200	207	214	11-pt.
12-pt.	96	102	108	114	120	126	132	138	144	150	156	162	168	174	180	12-pt.

(This table gives number of ems to running inch in eight sizes of type, in columns 16 to 30 picas wide.)

device, wholly independent of the linotype operator, as the necessary dash-rules and blank slugs for spacing out the forms may be cast in quantities and carried for future use exactly as ordinary foundry rule and slugs have always been carried.

For plants at a distance from electrotype foundries the broach is especially helpful, as ruled forms may be duplicated with the linotype product and the broach when several are to be printed on one sheet.

Results on blankwork equal to those produced by the wax process are attainable through the use of Mr. Steven-

son's latest invention and under the average conditions found in any general printing or trade linotyping plant.

The application of the new idea to rule-and-figure tabular matter greatly enhances its appearance, obviating, as it does, the necessity for "dutching" the box headings, or cutting them off with a continuous rule from the body of the table. While by custom this method has become allowable, it must always remain an eyesore to the tabular printer who prides himself on the finished appearance of his work.

The table subjoined, set on single slug with Mergenthaler matrices, being those designated as six-point No. 21 with antique No. 6, an exceptionally condensed face, is vertically ruled with No. 4 Lino-Tabler rule running four hundred feet to the pound. The cross-rules are ordinary six-point linotype dash-rules, notched or broached as shown



THE CROSS-RULE BROACH.

in enlarged view of slug, the size of the opening in its printing face being discernible on close examination of first column in the table, in direct line with the hyphens.

The Lino-Tabler Company installs the broaches on a nominal annual royalty in addition to that charged for the system itself.

Enterprising Southern Publishing House.

An exceptionally handsome and well-gotten-up specimen book has just been issued by the E. T. Lowe Publishing Company, of Nashville, Tennessee, and clearly demonstrates the fact that this company has one of the best equipped trade linotyping plants in the South. A convenient measurement scale is also being sent out by the company, with a very comprehensive and neatly printed price-list of tabular composition.

Missouri Valley Congress to Meet November 23.

At an executive session held on October 18, November 22 was chosen as the date for holding the second semiannual meeting of the Missouri Valley Typothetæ Cost Congress. The place of meeting is Kansas City, Missouri.

International Graphical Exhibition, Amsterdam, 1913.

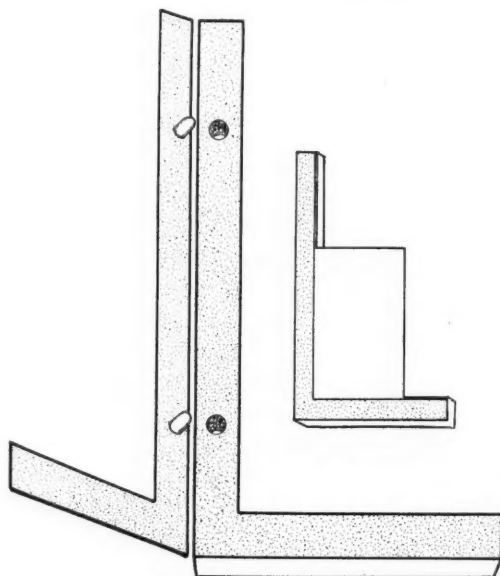
We learn that an International Graphical Exhibition will be held next year in the Industrial Palace in Amsterdam. The general rules and classification have been fixed and invitations will be sent out as soon as possible.

New Era Machinery Company Secures Injunction.

Some time ago the New Era Machinery Company, the Machine Sales Company and the Regina Company started an action against Casimer Von Philip and the Casimer Von Philip Company as defendants, in the Court of Chancery of New Jersey, to compel Casimer Von Philip and the Casimer Von Philip Company to assign certain patents covering improvements on printing presses to the New Era Machine Company. According to advices received, the injunction was granted on September 9.

The Taylor Type-proving Gage.

A good proof makes a good impression, and a good, well-registered impression makes a good proof. So a good proof makes or helps make a pleased customer. C. J. Taylor, a well-known Chicago printer, expert in blank-book work, and who has held foremanships in seven or eight printing plants in Chicago, with profit to his employers and with credit to himself, has experimented for years on a simple



TAYLOR'S TYPE-PROVING GAGE.

device for proving. The illustration shows clearly the simplicity of this device. With this proving gage blankwork can be registered on the first proof on the ruled stock, avoiding all afterwork on the press to make the lines "strike." "Work and swing" forms can be registered before going to press. Proofs can be taken on their own stock in as many colors as desired and so tested before going to the press-room. Proofs of any kind can be taken in any position to submit to the customer in a satisfactory manner. In

making planer proofs the guide makes an excellent bearer. The compositor can test his own make-up and in many ways the guide insures accuracy, satisfactory results and saves time and annoyance.

"Quality Shoppe."

G. C. Hammond, who has had wide experience as a printer, recently opened "The Quality Shoppe" at Norwood, Ohio. The plant is well equipped to do a select line of work, and will undoubtedly meet an urgent demand.



From the card of Asa H. Baxter, representing South Bend Typographical Union at Federation of Labor convention, Richmond, Ind.

News Print Paper Production Data.

Stocks of news print paper at the end of August aggregated 45,988 tons, an increase of 5,547 tons over July, as reported by the American Paper and Pulp Association to the commissioner of corporations. Production in August was 105,980 tons, an increase of 3,883 tons; shipments, 100,752 tons, an increase of 1,890 tons. Companies reporting numbered 51.

Opens Cost-finding, Estimating and Efficiency Schools.

Under the direction of the Committees on Cost, Estimating and Efficiency, the Ben Franklin Club of Cincinnati has opened courses in these three studies, with R. T. Porte, secretary of the club, as supervisor. The courses are to be open and free to all members of the club and their employees. Others may attend by making special arrangements with the secretary. From the announcement recently issued by the combined committees, we take the following explanatory statements:

The various "night schools," so ably conducted by other organizations, were carefully looked into, and finally it was decided to adopt the methods of these night schools. . . . Instead of a hit-and-miss effort, a thorough outline and course of study for each of the three lines has been arranged. We had no authorities to help, we were treading on practically new ground so far as our subjects were concerned, and we do not consider that we have an ideal course yet, but we do believe we have laid a foundation for real constructive work, and of a character that can be built on in the future.

Handsome Sample Book of Blottings.

Fourteen separate and distinct lines of blotting paper are shown in a handsome sample-book of blottings recently sent out to wholesale paper-dealers and stationers by the Standard Paper Manufacturing Company, of Richmond, Virginia. Some of the blottings are made in as many as twenty-two different shades and almost numberless weights, sizes and finishes. All printers and stationers should pos-

sess one of these handsome books. It will be an education to them in showing what can be done by an up-to-date blotting mill. Those who have not seen the book should call at their nearest wholesale paper-dealer's and ask to see it. It will be gladly shown.

A New Gold Ink.

In this issue appears an insert of the Lustre Gold Ink and Bronze Manufacturing Company, of New Rochelle, New York. The insert is printed in the gold ink recently placed on the market by this company, and which, from tests and actual use, promises to solve much of the pressroom troubles incident to the use of gold ink. It works nicely on the press, and shows an excellent luster when printed. The insert will give an excellent idea of the results that may be obtained by its use.

A Popular Type Series.

The Charter Oak Series as shown in a two-page insert in the first section of this issue is one of the few type-designs that become standard with use. The Keystone Type Foundry certainly made no mistake when it placed this splendid letter before the printer, for its need was proved at once by its great sale, and it has never ceased to be one of the most popular display letters designed and made by the Keystone, a concern noted for its excellent type-designs.

Old Franklin Print-shop to Be Preserved.

The old house on Pearl street, Burlington, New Jersey, in which Benjamin Franklin printed the first colonial money for New Jersey, will be purchased and preserved as a historical site by the Annis Stockton Chapter, Daughters American Revolution, of Burlington County, according to plans made by the chapter at a recent meeting. Much of Franklin's work at his Burlington printery is still in existence. The building will probably be refurbished and used as the headquarters of the Stockton Chapter.

Buckeye Cover Advertising.

Interesting portfolios "advertising the advertising" of the Buckeye cover-papers are being issued by the Beckett Paper Company, of Hamilton, Ohio. The advertisements are full-page size, many of them in tints and colors, printed separately on appropriate stock and mounted on Buckeye cover-stock. The arguments presented are interesting talking points for the printer, and the examples of typography are forceful and attractive. The monthly reminder which these portfolios furnish keeps the printer posted on the development of new things in this notable line of covers.

Fortieth Anniversary of the H. C. Hansen Type Foundry.

In the fall of 1872 H. C. Hansen began making deliveries of the product of his typefoundry. He began business for himself with a two-foot rule and a limited capital—but with well-defined ideas, trained skill, thorough technical knowledge and an experience gained in Denmark, Germany and England as a foundation later developed in the type-founding business for a number of years in America. Mr. Hansen was born in a small town in the southern part of Norway in 1845. The H. C. Hansen Type Foundry, now in its fortieth year, is another testimony to the skill, thrift and energy of the great Norse race.

Dennison Nonblocking Gummed Paper.

The Dennison Manufacturing Company after experiments extending over two years has produced a non-blocking gummed paper which will prove a boon to label makers and label users. Severe tests show that this

gummed paper withstands the most trying conditions. For passepartout and similar work the new paper has proved itself a distinguished success.

Dexter Company Establishes Dallas Office.

In order to give its customers in the Southwest the best service possible, the Dexter Folder Company has established a branch office at Dallas, Texas, under the management of E. G. Myers, who has been identified with printing-trade machinery for many years. Mr. Myers' territory comprises Arizona, Arkansas, New Mexico, Oklahoma, Texas and Louisiana. The office is located at 411 Juanita building, Dallas, Texas.

The Miller Saw-trimmer Abroad.

A gratifying indication of the growing appreciation of American skill in machines is given in an interesting photograph which the Miller Saw-Trimmer Company is showing with justifiable pride, which exhibits a score or more of trimmers on their way to foreign fields. France, England, Germany, Russia, Sweden, South Africa, Australia, China, Cuba, Mexico, Central America, Sandwich Islands, Philippine Islands, etc., are all customers of this progressive American concern.

Ashton G. Stevenson Meets with Accident.

While on a business trip to Philadelphia last month, Ashton G. Stevenson, whose name is known to printers everywhere as the inventor of the Lino-Tabler system, and who is the general manager of the Chicago Lino-Tabler Company, met with a painful accident while motoring about the Quaker City, his collar-bone having been fractured. The accident was caused by another machine colliding with the car in which Mr. Stevenson was riding. It is reported that the inventor is speedily recovering from the injury.

New Addition to Mergenthaler Factory.

The new eight-story addition to the factory of the Mergenthaler Linotype Company, in Brooklyn, New York, is rapidly approaching completion and will be ready for occupancy in the near future. It will be all under roof within two weeks, the exact date depending largely on weather conditions and delivery of steel. The building is of reinforced concrete and steel construction throughout.

When finished it will enable the Linotype Company to make prompter shipment of its multiple magazine machines, the demand for which shows no signs of abating.

Patent Litigation Averted.

The printing trade will be interested in the announcement of the Thompson Static Neutralizer Company, of Chicago, that its differences with the Chapman Electric Neutralizer Company have been amicably adjusted, and that the threatened suits for infringement of the Chapman patents will not be instituted. This arrangement takes the form of a license to manufacture the Thompson Static Neutralizer under the Chapman patents, and this device, which met with such success last winter, can again be offered to printers as the most effective remedy for static electricity in printing paper. The cost is but a fraction of prices previously charged for neutralizers. The inventor—John S. Thompson—is one of THE INLAND PRINTER'S staff of experts, and his solution of the problem has been pronounced by high authorities to be an absolutely scientific and effective remedy for this demon of the pressroom—static electricity. Some of the largest pressrooms in Chicago and elsewhere have all their presses equipped with these devices and, now that there is no danger of litigation, their use will extend to all parts of the country.

International Typesetting Machine Company to Open Chicago Office.

As our pages close for this number we learn that the International Typesetting Machine Company, of Brooklyn, New York, the concern headed by Herman Ridder and which is soon to place on the market a new typesetting machine similar to the linotype, is about to close a lease for a double store in the Rand-McNally building, Chicago, in which western headquarters are to be located. The space secured faces Harrison street and is located on the ground floor between the Lanston Monotype Machine Company's offices and the offices of the Seybold Machine Company.

New Printing Concern at Baltimore.

The Industrial Printing Company, Baltimore, Maryland, was incorporated September 9, to do a general printing business. The capital stock of the new company is \$60,000, divided into \$30,000 preferred stock and \$30,000 common stock. The officers of the company are S. J. Gaeng, president; Alexander Harvey, vice-president, and Jesse B. Riggs, secretary and treasurer. Mr. Gaeng, who will be the active manager, has been well known in the printing trade for some years, having had charge of the printing plant of the old W. J. C. Dulany Company, and later the Dulany-Vernay Company.

Pressmen Vote Down Assessment.

At the recent convention of the International Printing Pressmen and Assistants' Union, there was submitted to the membership a proposal to levy an assessment of five per cent on earnings for the purpose of assisting those involved in the Chicago newspaper strike. The vote shows that the members are opposed to an assessment for this purpose. It was defeated by a majority of 2,516 in a total vote of 11,682. Though members of the web pressmen's union were the prospective beneficiaries, that group had 228 negative and 1,852 affirmative votes. The most emphatic expression came from New York feeders and assistants, who rejected the assessment by a vote of 1,964 to 34.

A Typothetae "Appreciation."

The supply men of Chicago and elsewhere were given an "appreciation" banquet by the United Typothetae at the Chicago Athletic Club on Friday evening, October 11, in recognition of their good work in "helping things along" toward better days for the printing trades. Informality was insisted on and personalities were the order of the evening. The modest and reluctant were extolled by the elquent and fluent Mr. Lahan, the "introducer," and each in turn was assured by the noisemakers on the off side that he was "all right." The feast was good and the flow of reason and unreason made the occasion a happy and memorable one.

Business Men Inspect Birmingham Printing Plant.

Two hundred and fifty members of the Birmingham (Ala.) Chamber of Commerce recently made an excursion through the big printing establishment of Roberts & Son, of that city. R. W. Ewing, president of the company, who is also a member of the Chamber of Commerce, greeted the visitors, and, with the assistance of his sales department and company officials, conducted them through the plant. It is said that there were many expressions of surprise at the complete equipment of the big printing house, which occupies five floors of a large brick building on Third avenue.

This idea of Roberts & Son might well be adopted throughout the country with considerable benefit to the

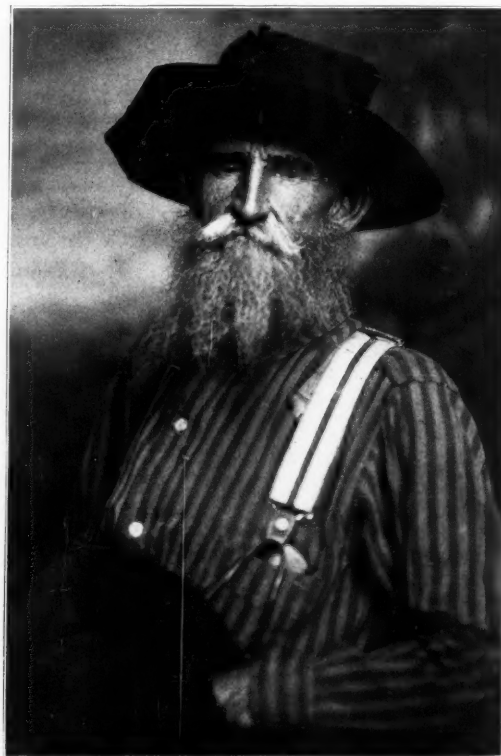
printing business, especially where business men have the habit of sending their work to out-of-town concerns.

Roberts & Son also gave a house-warming for the ladies, when their attention was directed to the departments in which fine visiting-cards and wedding invitations are made. Music, refreshments and attractive souvenirs were a part of the program.

"Business Man's Advertising Bureau."

Undoubtedly a large number of merchants and other business men have been deterred from using printers' ink for advertising on account of not understanding how to go about the getting up of suitable matter. With this knowledge as an incentive, the William H. Pool Printing & Binding Company, of Chicago, has added a new department to be carried on under the title of "Business Man's Advertising Bureau," in the interests of business men and advertisers. The purpose is to educate business men in the fundamentals of printing processes as applied to booklet, catalogue and other advertising matter, so that they may be in closer touch with what is practicable, effective and desirable in business literature. Through this means it is hoped to establish a closer direct relationship between the printer and business man, so that the latter, understanding more clearly what the printer can accomplish, will have less hesitancy in entering upon an advertising campaign.

C. N. Trivess, who was until recently identified with *Printology*, a high-class house organ, published by the Regan Printing House, and who is well known to the printing trade and to many Chicago business men, has been made manager of the Pool Company's new department.



"DREAMING OF DAYS LONG AGO."

Courtesy of R. Lee Sharpe, Carrollton, Georgia.

THE INLAND PRINTER WANT ADVERTISEMENTS

A. H. McQUILKIN, Editor.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. 50.

NOVEMBER, 1912.

No. 2.

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., OF THE INLAND PRINTER, CHICAGO, ILL.

Published in compliance with Act of Congress, August 24, 1912.

Editor—ALBERT H. McQUILKIN, La Grange, Illinois.

Managing Editor—ALBERT H. McQUILKIN, La Grange, Illinois.

Business Manager—A. W. RATHBUN, Glen Ellyn, Illinois.

Publisher—THE INLAND PRINTER CO., Inc., 632 Sherman st., Chicago.

Owners—ESTATE OF HENRY O. SHEPARD, DECEASED, 632 Sherman st., Chicago.

No bonds or mortgages outstanding.

(Signed) A. W. RATHBUN, Business Manager.

Sworn to and subscribed before me this 2d day of October, 1912.

[SEAL]

HARRY H. FLINN,

Notary Public.

Commission expires February 8, 1916.

SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50, payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. Cash must accompany the order. The insertion of ads. received in Chicago later than the 15th of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of pieces or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by pieces or square inches, in all the different sizes of body-type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of book, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"**COST OF PRINTING**," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6½ by 10 inches, cloth, \$1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING—A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, \$2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

ACCOUNTING SYSTEM FOR PRINTERS—A book for the printer with a cost system, or intending to install one; investment and expense accounts arranged accordingly. Labor-saving short cuts shown. \$2.50 postpaid. WALTER JOBSON, 643 Hill st., Louisville, Ky.

PRICES FOR PRINTING, by F. W. Baltes. Complete cost system and selling prices. Adapted to any locality. Pocket size. \$1 by mail. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

ASTRA ESTABLISHMENTS.—Importation-exportation, 182 rue Lafayette, Paris, France. Our house takes charge of the purchasing of all merchandise on commission and at the lowest prices; indicates the best sources for purchasing; procures for agents the representation of commercial firms; examines and finances the launching of good products and the exploitation of new inventions.

LA RECLAME UNIVERSELLE
Advertising Agency and sister house of the "Astra Establishments," 182 rue Lafayette, Paris, France. Studies, advises and places all kinds of advertising in France and abroad; furnishes the addresses of all branches and categories, customers, tradesmen, agents and depositaries (or consignees); organizes the sale of all products in the French and foreign markets; write us at once.

FOR SALE—Half-interest in my weekly paper and plant in prosperous, growing east Texas town (fruit belt), to practical printer who can give good recommendations; am doing \$3,600 business and will increase twenty-five to thirty per cent if can get good man interested to handle the mechanical end; invoice \$3,000; indebtedness \$1,500, easy payments, none behind; half-interest for \$750 cash to right man; don't apply unless your reputation is A-1; give references first letter; young married man preferred; it will pay you to investigate this. HERALD, Bullard, Texas.

FOR SALE—Established, profitable printing business, high-class trade averaging \$2,000 monthly; modern equipment complete and up to date; business center Kansas City; would take managing partner or sell entire; about \$2,000 to \$2,500 required; this business offers an unusual opportunity for the right man familiar with the best class of commercial work. For full particulars address L. J. FALLEY, 3900 Forest av., Kansas City, Mo.

NEW YORK PRINTING PLANT for sale; business established 17 years and plant kept up to date; gross business last year, \$50,000; owner going into advertising business and will continue to produce work for new owner; this is a fine opportunity for a man who can handle high-grade work and who would like to come to New York; \$5,000 cash required. HARRIS-DIBBLE COMPANY, Masonic Bldg., New York.

Megill's Patent SPRING TONGUE GAUGE PINS

\$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only \$4.80.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK

From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES

\$1.25 set of 3 with extra tongues



VISE GRIP

FOR SALE—Complete job office; two cylinders, four jobbers, power paper-cutter, wire stitcher, folder, punching machine, four motors, shafting, belts and pulleys; endless quantity of up-to-date type, brass rule, ornaments, furniture, slugs, etc.; most complete outfit wood type in Central Illinois; worth over \$10,000; bargain for quick sale. Address **WALLENDER & UHLER**, Decatur, Illinois.

WANTED—Practical printer with business experience, and a good mixer, competent to make estimates, and with \$10,000 capital, to purchase interest and take official position in an old, established and profitable printing, lithographing and binding business. Apply **CHRISTIE LITHOGRAPH & PRINTING CO.**, Duluth, Minn.

GOOD OPPORTUNITY—For Sale—well-established, fully-equipped job shop in Seattle; cylinder, 3 jobbers, cutter, stitcher, punching machine, perforating machine; material all kinds, price \$4,500. Half cash, balance by installments. P. O. BOX 85, Seattle, Wash.

FOR SALE—Printing plant doing high-grade work for New York customers; everything A-1 condition; will be sold at inventory, less depreciation; easy terms; exceptional opportunity. **HOBSON PRINTING CO.**, Easton, Pa.

FOR SALE—A first-class job office, located in Northern Indiana, in city of 22,000; office will invoice between \$3,500 and \$4,000; will take \$2,000 cash if sold soon; a bargain; write for circulars giving list of contents. M 26.

FOR SALE—Thoroughly equipped job shop in northwestern city; everything almost new; splendid bargain. **PRINTER**, 2120 Harriett Avenue, So., Minneapolis, Minn.

FOR SALE—Complete up-to-date engraving plant in Middle West; A-1 location and no competition; further particulars upon application. M 41.

FOR SALE—A thoroughly organized and moneymaking printing business in Texas. M 28.

ENGRAVING METHODS.

CANFIELD'S MECHANICAL METHOD FOR ENGRAVING printing plates, enables any one understanding printing to make zinc or copper reproductions from newspapers, magazines, catalogues, drawings, prints (same size); purely mechanical, no drawing or tracing, uses gaslight or daylight, no photographic knowledge necessary; complete outfit, chemicals, plates, book instructions, etc., \$7.50; specimens free; make lots of cuts, trifling cost. **H. CANFIELD CO.**, 437 E. Woodlawn, Philadelphia, Pa.

MAKE YOUR OWN CUTS.—By my photoengraving process any printer can automatically copy pictures from newspapers, drawings, catalogues, and make zinc printing-plates; purely mechanical, no drawing; complete working instructions, \$1. **H. CANFIELD**, 437 East Woodlawn, Germantown, Philadelphia.

ANYBODY CAN MAKE GOOD CUTS, on ordinary sheet zinc, at trifling cost, with my simple transferring and etching process; skill and drawing ability not required. Price of process, \$1; circular and specimens for stamp. **THOS. M. DAY**, Box 1, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY—Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. **E. C. FULLER COMPANY**, 28 Reade st., New York city, and Fisher bldg., Chicago, Ill.

FOR SALE—Rebuilt machinery with absolute guarantee: 29 by 42 Whitlock, four-roller, printed-side-up delivery; 23 by 28 Pony Campbell, front-fly delivery, two-revolution presses; 20 by 30 Gally Cutter and Creaser; 15 by 21 Golding Jobber, with improvements; 14 by 22 Gally, long bar throw-off; 14 by 20 Peerless, late style; Embosser, by Sheridan, head 15½ by 18, four-rod. Paper cutters: 28-in. Acme, self-clamp; 32-in. Acme, self-clamp; 36-in. Sheridan "Ideal"; 38-in. Acme, self-clamp; 30-in. Stimpson Perforator. Send for complete illustrated list. **PRESTON**, 167 East Oliver st., Boston, Mass.

FOR SALE—One unused Kidder printing-press; takes paper from web, prints in one, two or three colors up to 30 by 40 inches and cuts or slits; impressions 1,500 per hour; any reasonable cash offer considered. **INMAN MANUFACTURING COMPANY, INC.**, Amsterdam, N. Y.

FOR SALE—Whitlock two-revolution press, 27 by 31, two-roller; also 29 by 42, four-roller; both of these machines have new bed crank movement, printed-side-up delivery; also Campbell pony, two-revolution, 23 by 28 and 23 by 30, front fly delivery, cylinder trip. All of these presses have table and screw distribution, and are guaranteed thoroughly rebuilt and to print as good work as new presses. Send for illustrated list. **RICHARD PRESTON**, 167 E. Oliver st., Boston, Mass.

FOR SALE—Five shares in linotype plant; close corporation; will pay twenty-five per cent on investment; semiannual dividend; price \$5,000; will make terms with responsible party with at least \$2,500 cash. M 19.

FOR SALE—One 22 by 34 Harris offset press, with motor; has been operated less than one year and is guaranteed to be in first-class condition; this press is a bargain and will be sold on reasonable terms. **BYRD PRINTING CO.**, Atlanta, Ga.

BARGAIN IN NEW WOOD TYPE—Useful Gothic series in 8, 10, 12, 15, 20, 24 line first-class wood type; write for price and samples. **GERHARDT**, 1162 Liberty av., Brooklyn, N. Y.

BOOKBINDERS' MACHINERY—Rebuilt Nos. 3 and 4 Smyth book sewing machines, thoroughly overhauled and in first-class order. **JOSEPH E. SMYTH**, 634 Federal st., Chicago.

LINO-TYPEWRITER—The typewriter with the linotype keyboard sold on easy terms; write for special introductory price. **BUCKNER LINO-TYPEWRITER CO.**, Berkeley, Cal.

FOR SALE—One Model No. 4 linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. **JACKSON & BELL**, Wilmington, N. C.

FOR SALE—Canadian linotype, with extra magazine, and Monoline two years old; both in good condition. **IMPERIAL PUBLISHING CO.**, Halifax, N. S., Canada.

FOR SALE—Two Model 3 Canadian linotypes with very complete assortment matrices; plant in excellent condition. **BARNES & CO.**, Halifax, N. S., Canada.

WILL SELL or exchange electrotypes from original three-color halftone, size 5 by 8; prints exchanged. P. O. BOX 103, Buffalo, N. Y.

FOR SALE—Engraver's or electrotypist's trimmer, small size; fine condition; a bargain. **M. WOLL**, 6439 Ladin st., Chicago.

FOR SALE—Morrison Perfection wire stitcher, small size; fine condition; a bargain. **M. WOLL**, 6439 Ladin st., Chicago.

FOR SALE—14 by 22 Colt's Armory Press with steam head. Bargain. M 25.

HELP WANTED.

Bookbinders.

WANTED—An all-around bookbinder, acquainted with blank-book work, who is a hustler and wishes to become interested in the business; central Ohio. M 39.

Electrotypers and Stereotypers.

JOB PRINTER who thoroughly understands stereotyping, or cylinder pressman who understands stereotyping; steady job for right party. **TUCKER PRINTING HOUSE**, Jackson, Miss.

Estimators.

ESTIMATOR WANTED for a large eastern printing plant; must be able to figure on all kinds of job, book and catalogue work; apply, giving references and full particulars, to M 20.

Foremen.

WANTED—A good printing superintendent; one experienced in fine colorwork and calendar manufacture preferred; must also be able to handle correspondence pertaining to orders and estimate costs; open shop; position ready January or February 1, 1913. M 22.

Miscellaneous.

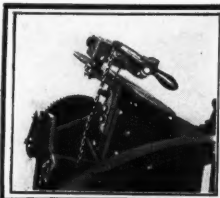
WANTED—Printer that can do block engraving, by show-printing house. M 51.

Operators.

WE HAVE AN OPENING for a strictly first-class non-union monotype caster; must be an expert. **DETROIT ALLIED PRINTING TRADES ASSOCIATION**, 36 Campau bldg. Detroit, Mich.

Pressmen.

WANTED—Assistant Harris pressman, experienced on 15 by 18 two-color automatic; no other need apply; steady work day or night. **M. M. ROTHSCHILD, INC.**, 711 S. Dearborn st., Chicago, Ill.



MAKE MONEY

No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of **RESULTS—More Impressions and Better Work.** For **Chandler & Price, Challenge, and all Gordon Presses.**

Get a descriptive circular from your dealer or send to us.

by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs. **THE WAGNER MFG. CO., Scranton, Pa.**

WANTED — First-class cylinder pressman, non-union, for color and fine half-tone work. Address M 29.

Salesmen.

PRINTING-STATIONERY SIDE daily newspaper wants manager-salesman to invest and take charge; annual business \$22,000, can be trebled, field statewide; growing too fast for newspaper publisher to handle alone; ideal for good man to build great business and own reputation. M 12.

WANTED — A high-grade salesman as local representative; one acquainted with the South preferred; must be competent to estimate on all classes of work; address details as to age, experience, salary desired, references, etc., to P. O. Drawer 1707, Atlanta, Ga.

SALESMAN WANTED — First-class salesman wanted for stationery trade; factory established over thirty years; loose-leaf devices, blank-books, etc.; write, stating experience. BENSHOFF PRINTING COMPANY, Johnstown, Pa.

WANTED — An experienced salesman, to solicit printing, lithographing and stationery. THE CARGILL COMPANY, Houston, Tex.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, \$5.

SITUATIONS WANTED.

Accountant.

SITUATION WANTED — Cost man and accountant, with years of practical experience in the printing business, also 3 years' experience installing cost and accounting systems in printing and allied lines; best references; salary \$60 per week. M 792.

Advertising Men.

ENERGETIC YOUNG MAN seeks position as advertising man with publisher or printing house furnishing advertising service to patrons; can write copy, submit plans, layouts, estimates, etc.; practical printer, excellent advertising training, not a solicitor; no booze or tobacco; Middle West preferred. M 34.

Artists.

SITUATION WANTED by artist with printing or engraving house or will take charge of department; does designing of catalogues, booklets, photo-retouching and mechanical work; must be in Chicago. M 777.

SITUATION WANTED by first-class designer and all-around man, capable of taking charge of department. M 962.

Bookbinders.

SUPERINTENDENT OR FOREMAN — Practical all-around bookbinder; 20 years' experience; 12 years as foreman and superintendent; thoroughly competent to manage help to an advantage. M 24.

Engravers.

FIRST-CLASS practical photoengraver, 16 years' experience, at present part owner of successful plant, desires connection as manager or superintendent with up-to-date house, with the opportunity of buying interest later, if mutually agreeable. M 978.

Foremen, Managers and Superintendents.

COMPETENT all-around man on job and ad. composition, stonework, etc.; experienced as foreman medium-sized plant; employed in New York; wishes position with well-equipped office or private plant in smaller community; New England or East preferred; union. M 36.

MANAGER — Man thoroughly familiar in all branches of composition, electrotyping, presswork and binding, desires situation; experienced; can handle large plant and get results; has best New York references. M 33.

ALL-AROUND PRACTICAL PRINTER, understanding stock and colorwork, experienced as compositor, foreman and superintendent, desires position. FRED J. RODGERS, 1322 Hood av., Chicago, Ill.

FOREMAN of several years' experience on book and job work desires similar position in eastern or middle States; non-union. M 947.

Paper Ruler.

FIRST-CLASS PAPER RULER, of 11 years' practical experience, well posted in all lines of the business, desires position. ROBERT J. MECKE, Park Hotel, New Britain, Conn.

Photographers.

SITUATION WANTED by commercial photographer, with engraving or commercial house; one who is able to handle situation in all its branches. M 44.

Pressmen.

PRESSMAN FOREMAN, thoroughly experienced on universal and platen presses, capable of handling good work and help, wishes to locate in an up-to-date office doing a good grade of catalogue and corner-card work; best of references and samples of color and register work. FLOYD D. KNERR, 1104 High st., Williamsport, Pa.

A FIRST-CLASS cylinder and job pressman on the better grade of printing seeks change; capable of taking charge, also the running of automatic machines; will take interest if suited. M 13.

SITUATION WANTED — Experienced power pressman and plate-printer wishes to hear from a reliable concern who can offer a steady position; references furnished. M 10.

FOREMAN — Pressroom, medium-sized plant, practical man understanding all grades of work, and familiar with other branches of trade; can furnish A-1 references. M 32.

Proofreaders.

PROOFREADER — Non-union proofreader desires position with first-class medium-sized shop where work is not too heavy; would O. K. press proofs; some knowledge of the Monotype; state salary. M 615.

Stock Cutters.

PAPER-CUTTER — Stockman, shipping clerk; married man, good executive ability, with experience above the general average, handling all details in connection with stock department and cutting, shipping, etc.; A-1 reference; 4 years present position. M 43.

SPECIAL PLATES.

PRINT POSTERS — I make side-wood plates for poster work, gum plates for metal and uneven surfaces, and special curved plates for printing roll wrapping paper; write me for any special plate you may need. JOHN T. HEIZER, Columbus, Ohio.

WANTED TO PURCHASE.

WANTED TO BUY — A small printing plant in or near Baltimore; type must be new and up-to-date; not to exceed two presses; will buy with one; state what you have and price in first letter. M 27.

BUSINESS DIRECTORY.

Advertising Blotters.

BLOTTER ADVERTISING is a paying proposition if you put out something attractive, and possessing originality and snap; we furnish a unique three-color cut service and copy for blotters which will bring you business; price, \$2 per month; send for samples; a signature cut free with a six months' order. WM. J. PLATT & CO., Bridgeport, Conn. tf

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-13

Casemaking and Embossing.

SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-13

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-13

Copper and Zinc Prepared for Half-tone and Zinc Etching.

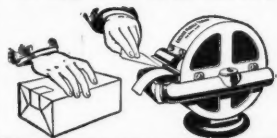
AMERICAN STEEL & COPPER PLATE COMPANY, THE 116 Nassau st., New York; 610 Federal st., Chicago; Mermod-Jaccard bldg., St. Louis, Mo. Satin-finish plates. 6-13

NATIONAL STEEL & COPPER PLATE COMPANY, 542 South Dearborn st., Chicago, Ill., 229 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio.

Electrotypers and Stereotypers.

H. F. McCAFFERTY CO., nickeltyping and fine half-tone work. 141 East 25th st., New York. Phone, 5286 Madison square. 3-13

Our Guaranteed Reliable Tape Moistening Machine



is the cheapest and most efficient sealer on the market and is *Sold Outright — No Lease — No Rental — No Restrictions.* Absolutely the best machine on the market both in appearance and service. *Write for Catalogue.*

RELIABLE GUMMED TAPE CO., Inc. 80-90 Cypress Avenue, New York, N. Y.
Largest Manufacturers of Sealing Machines and Printed Gum Tape in the United States

Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY, office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-13

F. WESEL MFG. CO., Brooklyn, N. Y., machinery and supplies for every detail of the trade; New York salesroom, 10 Spruce st.; Chicago office, 431 S. Dearborn st. 3-13

HOE, R. & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-12

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

Embossers and Engravers—Copper and Steel.

FREUND, WM., & SONS, est. 1865. Steel and copper plate engravers and printers, steel-die makers and embossers. Write for samples and estimates. 16-20 E. Randolph st., Chicago. 4-13

Embossing Composition.

STEWART'S EMBOSSEING BOARD—Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c; 12 for \$1, postpaid. THE INLAND PRINTER COMPANY, Chicago. tf

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WE SELL to printers, lithographers and related trades and satisfy them because of a knowledge of what is required. Our personal service makes our patrons satisfied customers. Our specialties: High-grade paper-cutter knives; cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife-grinders. Prices right. E. C. KEYSER & CO., 722 S. Clark st., Chicago. 6-13

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-13

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 6-13

Ink Manufacturers.

AMERICAN PRINTING INK CO., 2314-2324 W. Kinzie st., Chicago. 3-13

Mercantile Agency.

THE TYPO MERCANTILE AGENCY, General Offices, 160 Broadway, New York; Credit Books, Reports, Collections, The Trade Agency of the Paper, Book, Stationery, Printing and Publishing Trade. 7-13

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty. 3-13

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WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-13

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OSWEGO MACHINE WORKS, Oswego, New York. The Oswego, Brown & Carver and Ontario—Cutters exclusively. 4-13

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BLOMGREN BROTHERS & CO., 612 Sherman st., Chicago. Photo, half-tone, wood engraving and electrotyping. 11-12

SHEPARD, THE HENRY O., CO., illustrators, engravers and electrotypers, three-color process plates. 632 Sherman st., Chicago. 12-12

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WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-13

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-13

F. WESEL MFG. CO., New York and Brooklyn. Chicago office, 431 S. Dearborn st. "WESEL QUALITY." 3-13

Photoengravers' Screens.

LEVY MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-13

Presses.

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-13

HOE, R. & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-12

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-13

Photoengravers' Metal, Chemicals and Supplies.

NATIONAL STEEL AND COPPER PLATE COMPANY, 542 S. Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y., 1101 Locust st., St. Louis, Mo., 212 E. Second st., Cincinnati, Ohio.

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ARE YOU LOOKING for big bargains in new or rebuilt printers' machinery. We rebuild all kinds, buy or sell; you can not afford to overlook our large stock of presses and other machinery. Write us your wants; we sell only dependable rebuilt machinery. DRISCOLL & FLETCHER, Buffalo, N. Y. 11-12

REBUILT guaranteed printing and bookbinding machinery, and material; send for illustrated list. RICHARD PRESTON, 167 E. Oliver st., Boston, Mass. tf

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BINGHAM'S, SAM L. SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-13

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

Allied Firms:

Bingham & Runge, East 12th st., and Powers av., Cleveland, Ohio. Bernhard Dietz Co., 231-233 Forrest st., Baltimore, Md. 10-13

WILD & STEVENS, INC., 5 Purchase st., cor. High, Boston, Mass. Established 1850. 2-13

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BARNHART BROTHERS & SPINDLER, Chicago. Scientific printing-office equipments. 7-13

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A COLD SIMPLEX STEREOTYPING OUTFIT, \$19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat simpler, better, quicker, safer, easier on the type, and costs no more than papier-maché; also two engraving methods costing only \$5 with materials, by which engraved plates are cast in stereo metal from drawings made on cardboard. "Ready-to-use" cold matrix sheets, \$1. HENRY KAHS, 240 E. 33d st., New York city. tf

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AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, New York, Philadelphia, Baltimore, Richmond, Buffalo, Pittsburgh, Cleveland, Cincinnati, St. Louis, Chicago, Detroit, Kansas City, Minneapolis, Denver, Dallas, Los Angeles, San Francisco, Portland, Spokane, Seattle, Vancouver. 8-13

BARNHART BROTHERS & SPINDLER, Chicago. Type, borders, ornaments, electros, brass rule, galleys, rebuilt machinery. 7-13

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 43 Centre st., and 537 Pearl st., New York. 11-12



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Machinists and Operators who have pride in their calling are buying and wearing it. Employers can make no more suitable or pleasing present to their employees.

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632 Sherman Street, Chicago



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At the very outset provide for your booklets a tone of quality which will lift them out of the common run and bring you the most desirable class of trade.

The soft, velvety finish of Cameo Plate gives to half-tones the appearance of photo-gravures without losing the value of detail. It lends dignity to the all-type booklet and gives all printed matter a greater assurance of success.



CAMEO PLATE



COATED BOOK—White or Sepia

Enriches illustrations, deepens half-tones, dignifies type.

If you want to get the very best results with Cameo, note these few suggestions:

Use deeply etched half-tone plates, about 150-line is best. Make your overlay on slightly thicker paper than for regular coated. Build up an even grading from high lights to solids.

INK. Should be of fairly heavy body, one which will not run too freely, and a greater amount of ordinary cut ink must be carried than for glossy papers. The richest effect that can be obtained in one printing comes from the use of double-tone ink on Cameo Plate. Of this ink less is required than for glossy paper. There is no trouble from "picking."

IMPRESSION. Should be heavy, but only such as will ensure an unbroken screen and even contact.

Cameo is the best stock for all half-tones except those intended to show polished and mechanical subjects in microscopic detail.

Use Cameo paper according to these instructions and every half-tone job you run will bring you prestige.

Send for Sample-book.

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Manufacturers of the Best in Staple Lines of Coated and Uncoated Book Papers.

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Dallas, Tex. Southwestern Paper Co.
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Kansas City, Mo. Interstate Paper Co.
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New York City Sole Agents, Henry Lindenmeyr & Sons
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Milwaukee, Wis. Standard Paper Co.
Philadelphia, Pa. Magargee & Green Co.
Pittsburg, Pa. The Alling & Cory Co.
Portland, Me. C. M. Rice Paper Co.
Portland, Ore. Blake, McFall Co.
Rochester, N. Y. The Alling & Cory Co.
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Simple, economical, durable
Sheets, 6 x 9 inches. \$1.00 a Dozen, postpaid
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**A Modern Monthly—
All About PAPER**



THE PAPER DEALER gives the wanted information on the general and technical subject of

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It will enable the printer to keep posted on paper, to buy advantageously, and to save money on his paper purchases. Has subscribers throughout 35 States. Also Canada and foreign countries.

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Having this Printing-Office, also other business,



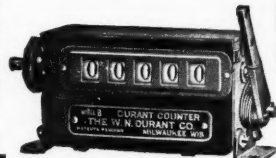
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PRINTING-PLANT
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or consider one-half interest, to good, sober man with cash: good business in good town. If interested write, B. B. O'NEALE, Clarksburg, W. Va.



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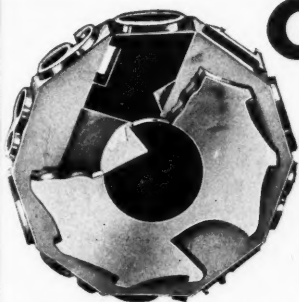
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Always Reliable. Price, \$5.00, U. S. A.
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Western Paper Stock Co.
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ALL KINDS OF WASTE PAPER
1452-1458 INDIANA AVENUE
CHICAGO, ILL.



Enlarged Sectional View of Wheel, with Ratchet cut away, showing the large bearing of Foot of Cipher on Wheel Shaft when in printing position

Get Your Cost Down

by using a Numbering Machine with a Drop-cipher that will not get low.

Perfect numbering can not be done if the ciphers fail to print plainly.

The illustration shows at a glance the large bearing of the foot of the cipher on the wheel-shaft (used in all Standard Model Wetters), which assures long life to this particular part.

The Wetter is built for hard work, and every part is made to stand up to the exacting conditions under which machines of this kind are used.

When you consider that it is necessary to crush the fibre of the paper in order to secure a good impression, you will appreciate the value of a machine with a good drop-cipher. Look into this feature when you purchase.

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do not forget that the quality, not the appearance, is the most important thing to be considered. Many leathers contain acids, and crack or rot after a while, so that the book is spoiled.

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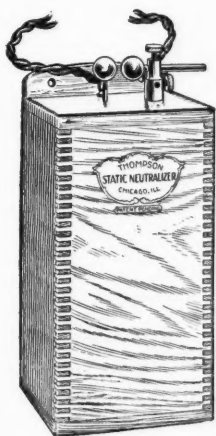
does not deteriorate. It retains its wearing qualities and its attractive appearance indefinitely, and is a source of constant satisfaction to the owner of the book.

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¶ Its cost is but a fraction of prices previously charged for electric neutralizers, and the results are guaranteed.

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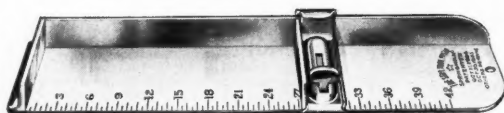
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Composing Stick Efficiency

insures economy, saves time and guarantees comfort to the hand of the compositor. There is that *something* about the STAR COMPOSING STICK that supplies universal satisfaction not found in any other stick.

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is not an experiment, but has stood the test for many years, and when once used means its permanent introduction to the user.

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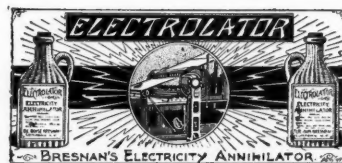
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the bottled Electricity Annihilator — does the trick. Let us send you a half gallon on approval and try it for yourself.

We sell it to printers all over the United States, Canada and other countries, even in Sydney, Australia, and Stockholm, Sweden. Some printers laugh and scoff when we tell them that in fifteen minutes we will have their presses running — but we have yet to find the press that can not be started in that length of time.

Let us hear from you if interested and we will be pleased to send more particulars about Bresnan's Electrolator, also a list of some of our customers who have used it for years.

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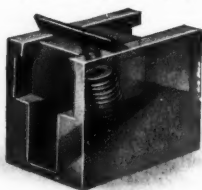
Price, ½ Gallon, \$3.50 1 Gallon, \$6.50 5 Gallons, \$25.00

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are found to be trucks of quality by all who use them, and that is why that to-day they are used entirely by many large publishing houses. We make a specialty of making specials.

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if it begins with records of workmen's time made with a pencil, because more than twenty per cent of such records are wrong.

It is physically impossible, accurately to record *Elapsed Time* with a visible clock dial and pencil. Mistakes are inevitable and they are sometimes costly.

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Our illustrated booklet, "Accurate Cost Records," tells how the Calculagraph is being used in several hundred printing-offices, insuring accuracy in cost records, supplying data for pay-rolls and saving money for their owners.

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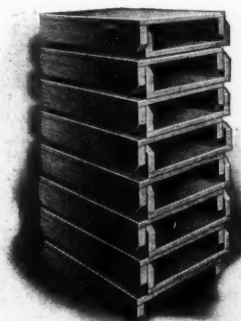
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Springfield, Mass.



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IT is the cost of the entire system you must consider when installing elevating platform trucks. The *Cowan System* is the most economical and efficient you can buy. It has been adopted by the U. S. Government and the largest papermakers and printers. You need a *Cowan Transveyor* on your own floor — then you can build, in your own shop, as many of the inexpensive wood platforms as needed.



THE *Cowan Transveyor* is all-metal construction, and made in four sizes, with capacities ranging from 2,000 lbs. up to 3,500 lbs. Roller bearings guarantee easy movement. The low-hung frame insures steadiness during transportation.

OPERATION: The *Cowan Transveyor* is pushed beneath a platform and the entire load elevated automatically and locked in place by pressing down the handle. After the load is moved where desired, it is re-deposited upon the floor by the simple process of raising the handle to a perpendicular position.

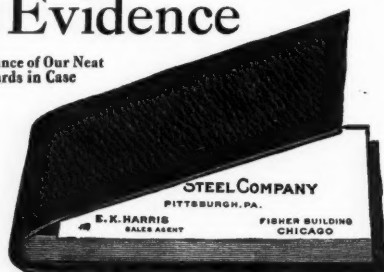
USERS of the *Cowan System* are all of one opinion. They wonder how they ever got along without it. You need it in your business.

Write for illustrated Catalog "B" and price quotations.
Ask for a 30 days' demonstration on your own floor.

COWAN TRUCK CO., HOLYOKE, MASS.

Use Your Own Card as Evidence

Appearance of Our Neat
Cards in Case



No matter who your customers are, you can always get their interest by detaching one of your

Peerless Patent Book Form Cards

and showing them the *smooth edge*, and the perfect cleanliness and handiness which is characteristic of them *only*.

Once they have seen the card and have had an explanation of the ultimate economy and pleasure of their use *as against a loose card*, you have a sure and abiding customer. And remember that if he comes to you for his cards he will come to you for the other printing and engraving he may need.

A *trade-winner* for itself, it brings other trade to you, because a user of the *Peerless Card* judges your other printing or engraving by the printing or engraving on these cards, and their style, finish, quality and economy. If it will establish the quality of your shop, you want it, just as a trade asset.

Send for a sample tab of the cards, detach them for yourself; show them to one or two of your present customers and see how impressed both of you become with them. If they impress you they will impress others. See them for yourself.

The John B. Wiggins Company

Established 1857

Engravers, Plate Printers, Die Embossers

52-54 East Adams Street

Chicago

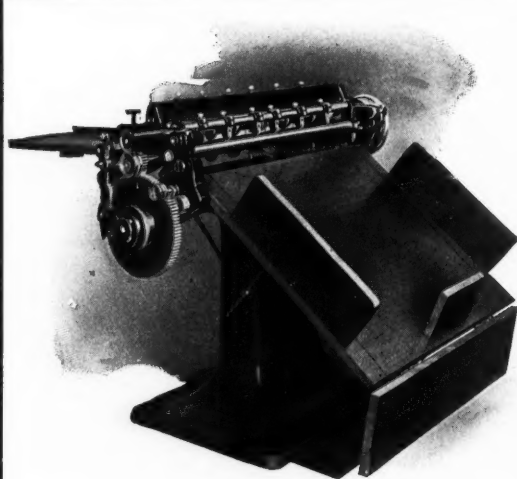
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I have one No. 3 Scott Offset Press equipped with Dexter feeder which I will sell as it stands at an exceptionally low price. The machine is about two years old. This is a rare opportunity to get an offset press cheap. For particulars address

CLARENCE W. DICKINSON

Manhattan Building

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The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard* and *dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from $\frac{5}{8}$ of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.

There are no rubber bands or tapes used in the construction. All feed rolls are of metal.

The bearings are oilless, and will never require lubrication.

The feed-gauge is adjustable to either right or left hand feed. The burr-flattener is of a new design.

The gearing is all protected.

The finish is the very best.

Manufactured by

A. G. BURTON'S SON

118 to 124 South Clinton St.,
CHICAGO, ILL., U.S.A.

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MIDDOWS BROS. SYDNEY, N. S. W.
E. C. FULLER CO., 28 Reade St., NEW YORK
THE J. L. MORRISON CO. TORONTO, CANADA
JOHN DICKINSON & CO. Agents for South Africa and India
AMERICAN TYPE FOUNDERS CO. All Branches

Try It Out Yourself

¶ Put your own letter-heads on Worthmore Bond. Then see if your sales-letters won't pull even a little better than they do now.

WORTHMORE BOND

"It has the crackle"

¶ Has well earned its reputation as a "business-getter."

¶ We have a book showing what can be done with this paper, and how by handling Worthmore you can have for yourself, and furnish your customer with,

"Paper Luxury Without Extravagance"

THE WHITAKER PAPER COMPANY

CINCINNATI

New York Office :
FIFTH AVENUE BUILDING

Sold in the East by
BAY STATE PAPER COMPANY
327 Summer St., Boston, Mass.

Chicago Office :
1166 PEOPLES GAS BUILDING





STRATHMORE QUALITY



YOU'LL GET YOURS —

as soon as you write for them — the new lot of "STRATHMORE QUALITY" sample-book units.

The Strathmore people are famous for their specimen books as well as for the "STRATHMORE QUALITY" papers. They started the present-day paper advertising. Consequently this last edition of their complete line of Bonds, Writings, Books, Covers and Announcement

Papers and Boards, made at Mittineague and Woronoco Mills, is something that they, themselves, think is a little better than any previous issue.

No less a person than Will Bradley designed all the covers and title-pages for each book. He also designed completely the inside and outside of a number of the books. Besides there are books showing the prize and honorary mention designs submitted in the "STRATHMORE QUALITY" prize contest.

You can see that the new edition of "STRATHMORE QUALITY" books are what you need in your business. They are made to help sell good printing, and will help. For convenience the "STRATHMORE QUALITY" books have been divided into four groups as listed below. Which groups or group do you want? You will want these books right now, and then they will be good for a year. (Use your business letter-head; no post card or blank sheet requests.)

Strathmore Paper Company

Mittineague Mills

Mittineague, Mass., U. S. A.

Woronoco Mills

The STRATHMORE QUALITY LINE

GROUP 1 Writing Papers

Strathmore Deed
Strathmore Parchment
Alexandra Linen Bond

Woronoco Bond
Woronoco Damask
Fairfield Parchment
Telanian Extra Super

Scotia Bond
Saxon Bond
Stratford Bond
Paragon Bond
Wild Grass Bond

GROUP 2 Book Papers

Strathmore
Deckle Edge Book
& Cover

Alexandra Book

Fairfield
Deckle Edge

Strathmore
Japan

Alexandra Japan
Fairfield Japan
Old Cloister Book
Old Stratford Book
Alexandra Deckle
Edge Book & Cover

GROUP 3 Cover Papers and Bristols

Old Stratford
Parchment Cover
Old Cloister Cover
Rhododendron Cover
Rhododendron
Folding Bristols
Rhododendron
Duplex Bristol
Rhododendron
Box Cover
Alexis Cover
Alexis Folding Bristol
Tapestry Cover
Strathmore
Chameleon Cover
Adirondack Cover
Carillon Cover

Fairfield Cover
Fairfield Bristol
Woronoco Cover
Woronoco Bristol
Damask Bristol
Wild Grass Cover
Wild Grass Duplex
Wild Grass Box Cover
Blanford Cover

GROUP 4 Business An- nouncement Stocks

Strathmore Deckle Edge
Announcements
Rhododendron
Announcements
Stratford Writings
Strathmore Deckle Edge
Writings

INTERTYPE

the new line-casting machine, which is being manufactured by the INTERNATIONAL TYPESETTING MACHINE COMPANY.

The "INTERTYPE" is a two-letter line-casting machine, having a quickly removable magazine, an improved assembler, a quick-change knife block, a new universal adjustable mold, an improved casting apparatus and an improved distributor. These features place it far ahead of the antiquated machines now in use. The "INTERTYPE" will be ready for the market in February.

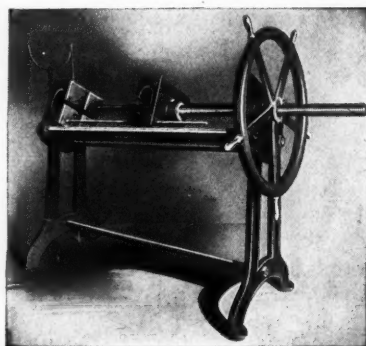
The Company will have Matrices, Spacebands and all other supply and repair parts ready for delivery in December. These can be used interchangeably on Intertype or Linotype Machines, and will be sold at a very material reduction. It will pay you to wait.

⌘ INTERNATIONAL ⌘
TYPESETTING MACHINE CO.

Factory:
Foot of Montague Street
Brooklyn, N. Y.

New York Office:
182 William Street
P. O. Box 2072

**Hand
Bundling
Press**



*Write for
Prices*

HICKOK **Paper-Ruling Machines** **AND Ruling Pens** ***Bookbinders' Machinery***

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.

ESTABLISHED 1844

INCORPORATED 1886

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Brislane-Hoyne Co.

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WITH ALL OF THE LATEST IMPROVED MA-
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HIGH-GRADE PRINTING PLATES

SPECIAL ATTENTION TO COUNTRY ORDERS

*Printers' Inks for Illustrations
and Jobwork*

Mark "ELECTRIC"

Gold Medal at
Brussels, 1910.

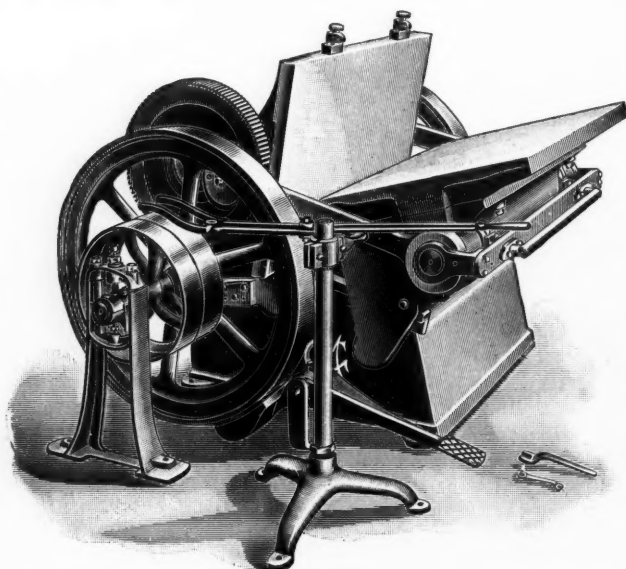


*The handsomest and
most technically
up-to-date
colors of the present.*

FOUNDED 1885.

MAX MÜHSAM, Berlin-Neukölln
Manufacturer of Printing Inks

Back of the **GALLY UNIVERSAL**



Built in Five Sizes.

From 20 x 30 in. to 30 x 44 in.

there is a continuous successful record of serving the printers and specialty printers with a press of unquestionable satisfaction and service — and it is the service that counts, therefore a pleased printer is our best means of recommending

The Gally Universal Cutter and Creaser

It was the original press in the field, and is yet known as the one standard and dependable press. It is built to endure — therefore great strength and durability stand out boldly — features well worth the careful consideration of the new buyer.

Cutting and creasing on heavy stock require enormous pressure. Before you buy correspond with us. Get our complete catalogue for further information.

We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request.

The National Machine Co., Manufacturers, Hartford, Connecticut

Sole Canadian Agents — MILLER & RICHARD, Toronto and Winnipeg

Denny, Hilborn & Rosenbach Steel Die Stamping Inks

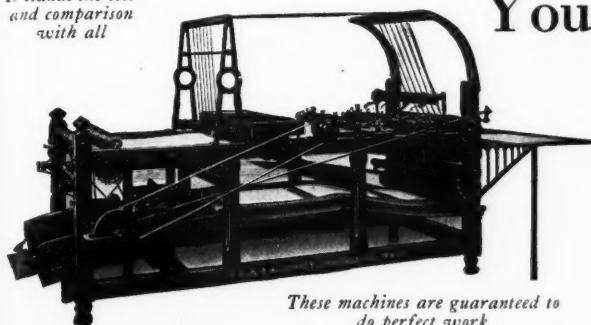
¶ The best cost system is based on the use of D. H. R. Stamping Inks and Varnish.
¶ Greater economy, minimum stoppage and waste, with better impressions are some of the reasons why.

Denny, Hilborn & Rosenbach

Geo. Russell Reed Co., Agents for Pacific Coast.

PHILADELPHIA

*It stands the test
and comparison
with all*



*These machines are guaranteed to
do perfect work*

You Should Know Why

the DEWEY ruler stands at the head of its class in point of *service, perfection and satisfaction*. Its up-to-date achievements have won favor among those who have examined and installed it in their binderies.

Buying a ruler is an investment that should be accorded careful selection, and why not investigate our line before you purchase or add equipment?

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY
SPRINGFIELD, MASS.

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHING
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THE HOME OF THE
GLOBE ENGRAVING & CO.
ELECTROTYPE
701-72 S. DEARBORN ST.
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Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality and with our nickel-steel shell, are guaranteed against wear.

OUR LEAD-MOULDING PROCESS

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

OUR ENTIRE PLANT IS FULLY EQUIPPED

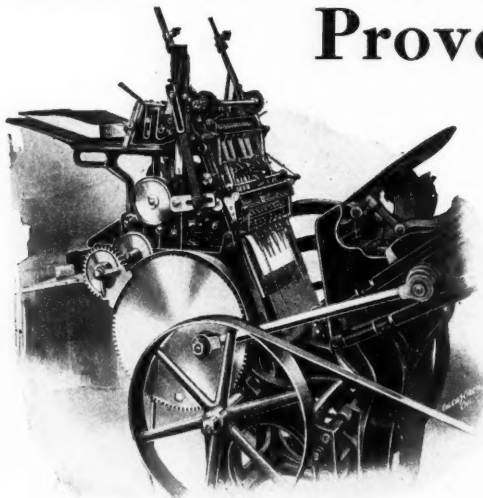
with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Phone Franklin 2264. Automatic 53753. We will call for your business

AMERICAN ELECTROTYPE CO.

24-30 South Clinton Street,
CHICAGO

This Is the Machine That Has Proven Its Superiority



in twenty competitive tests with all other makes of Automatic Gordon Feeders.

Why Not Profit By This Experience?

Before ordering an Automatic Gordon Feeder you owe it to yourself to investigate the merits of this machine. You can benefit from the experience of over 400 printers *who know* and *use* this popular and tested Automatic Feeder.

Write for full particulars and back will come our illustrated circular, with our free trial offer. Do it to-day.


AUTOMATIC PRESS FEEDER COMPANY

General Offices: Transportation Bldg., Chicago, Ill.

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: GOLD INK :

No Dusting No Sizing One Impression

FTER twenty-five years of patient experimenting we have succeeded in perfecting a GOLD INK which we know now will do away with the dusting process in printing which for years has been the direct cause of the deaths of thousands of people, and which all along has really been the bane of the printer who has bronzing to do.

No medical man can dispute that.

Bronze being heavy and of a very poisonous nature settles dangerously in the lungs and cankers, and in a short time death ensues.

We have expended energy and much valuable time on this product, and are now ready to market a Superior Gold Ink which may be used in absolute safety.

Our inks may be had in Rich Gold, Pale Gold, Aluminum and Copper, and they are all that we say for them.

One trial will convince the most skeptical that we have a fine article and at a price within reach of every printer. We guarantee these inks to do better work than any other bronze ink on the market, because the bronze we use is especially imported for our purposes and we spare nothing to obtain perfection in the process of manufacture. We have arrived at the goal of the fullest success through the pathway of unceasing toil in a life time of persistent experimenting.

One sample order will convince you that what we say of our inks is absolutely true. Any of these inks may be had at \$2.00 per pound. We pack a reducer with every pound of ink. We also manufacture a special liquid which may be mixed with bronze powders with the same good results as an ink liquid, which special liquid we sell at \$1.00 per pound.

We also sell bronze powders at \$1.25 a pound.

Lustre Gold Ink and Bronze Mfg. Co.

MANUFACTURERS

New Rochelle, New York

PALE GOLD INK—PRINTED WITH ONE IMPRESSION

This Ink Never Fails

We have perfected and have placed on the market a New

Gold and Aluminum Printing Ink

which will answer every requirement of printers in this department of their business, and give them something which for years they have sought eagerly. We are positive that we have the best article now used, and that our prices are satisfactory, quality considered. Our Bronze is the best obtainable and our process of making it so perfect that we can assure any user that the inks will :: :: :: :: :: ::

NEVER PILE UPON THE PLATE

working marvelously free. Our prices are far below those of other makers. We make inks to suit all shades and grades of paper.

Our statement as to quality is based on repeated trials of the Ink, in which the quality of work was studied persistently, and the waste carefully computed. With our inks you can do better work and with less waste than with others. We will guarantee that one order will convince you.

Lustre Gold Ink and Bronze Mfg. Co.

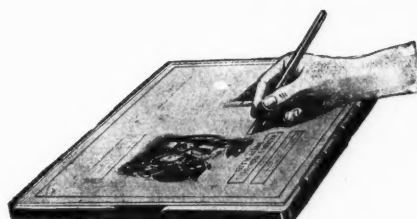
MANUFACTURERS

New Rochelle, New York

COPPER INK—PRINTED WITH ONE IMPRESSION

PRINT ONE JOB WHILST THE
NEXT IS BEING MADE READY

The Removable Make-ready Plate



The Removable Make-Ready Plate

of the

Haddon Safety Platen

ensures almost continuous
production at a speed of

2,500-3,000 impressions per hour.

Impressions per hour are misleading. No other platen press builder has attempted to eliminate the idle hours of make-ready. Our Exclusive Feature—Removable Make-Ready Plate—has solved it. Instal a Haddon Safety Platen and the number of hours each week it produces good work will surprise and delight.

OTHER MASTER FEATURES OF THE

Haddon Safety Platen

are illustrated and described in a Special Catalogue. One for you?

GOOD FOR ALL COMMERCIAL
JOBGING WORK—LETTERPRESS
OR HALF-TONE

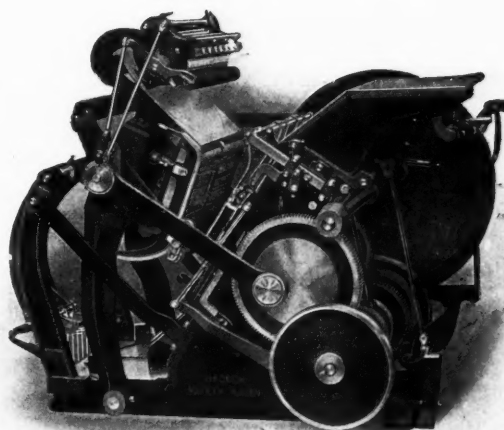
MAKERS:

JOHN HADDON & CO.
Salisbury Sq., London, E.C.

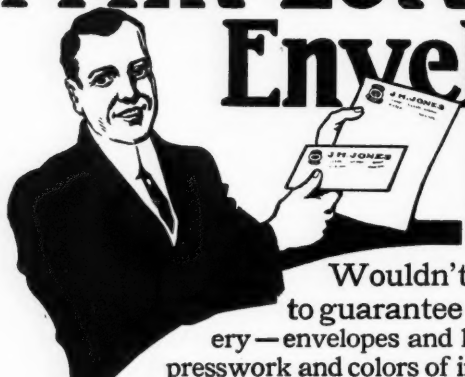
AGENTS:

H. HINZE,
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ANGLO-CANADIAN
TYPE and PRINTING
MACHINERY CO., Ltd.
124, York Street, Toronto.



Print Letterheads *and* Envelopes So They Really Match



Wouldn't it be a business getting advantage for you to guarantee a perfect match for your customers' stationery—envelopes and letterheads **exactly** alike in stock—**exactly** alike in presswork and colors of ink? And wouldn't it clinch the bargain if you could offer this at a distinct saving to him, and a longer profit to yourself?

Here's What The "Western States" Helps You To Do

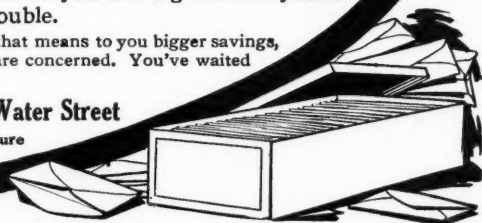
Print both letterheads and envelopes **at once** from the stock-saving layouts that we will mark out for you free of charge. Just tell us the paper and sizes and we will figure out the most economical way for you to run it. Then, when the job is off, send us the envelope portion of the sheets for us to make up into envelopes. The gain to you is a big one and you're giving your man quality service at a minimum of trouble.

This is only one small end of the Western States Service—a service that means to you bigger savings, better goods and satisfied customers on every job where envelopes are concerned. You've waited too long to find out about it.

Western States Envelope Co., 311-313 East Water Street

Milwaukee

Independent Manufacturers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers.



Modernize Your Plant



You can not afford to let your plant get out of date. Equip it with the modern and perfected Monitor System of Automatic Control. Monitor Controllers make the operation of

all printing machinery simple, safe and sure. The cost is but a little more than for the old-style inefficient and time-consuming hand-controlled rheostat. Write for our new price-lists and a copy of our Press Control Bulletin.

Monitor Controller Company
111 South Gay St., Baltimore

*labor
saving
time
saving
money
making*

*this zinc cut
made complete
without a
photo-negative
a "different"
process, for
black and color
plates
invaluable to
the artist and
photo-engraver*

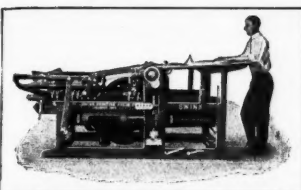


A REQUEST ON YOUR LETTER HEAD
WILL BRING YOU SPECIMENS

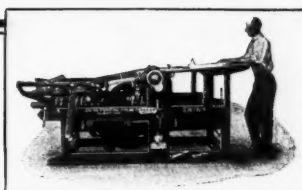
THE CHROMOTYPE PROCESS
(PATENTED)

804 COLUMBIA BUILDING

ST. LOUIS, MO.



It Is Your Duty to Study the SWINK PRESS Carefully



BEFORE YOU MAKE ANY CHANGE IN YOUR PRESSROOM

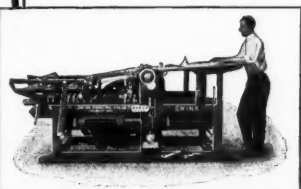
The Swink high-grade two-revolution press was built to meet the demand and fill a long-felt requirement.

Printers and publishers who are now using our press have added more presses of the same make and do not hesitate to recommend the merits of

The Swink High-Grade Two-Revolution Press

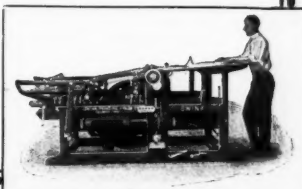
It is the most compact, "get-at-able" press on to-day's market (operator stands on floor), occupies the least amount of space, exceptionally quiet, does not shake the building, nor give pressmen nervous prostration. High speed, perfect register, book-form or four-color work, equipped with the best inking system.

*Catalogue will be supplied upon request, or special representative
will call and see you*



THE SWINK PRINTING PRESS COMPANY

Factory and General Offices, DELPHOS, OHIO



The Juengst Gatherer - Stitcher - Coverer

The Only Three Machine Combination
in existence to satisfactorily do all three operations at one and the same time, at the rate of 3,000 complete books per hour.

Apply for descriptive circular to

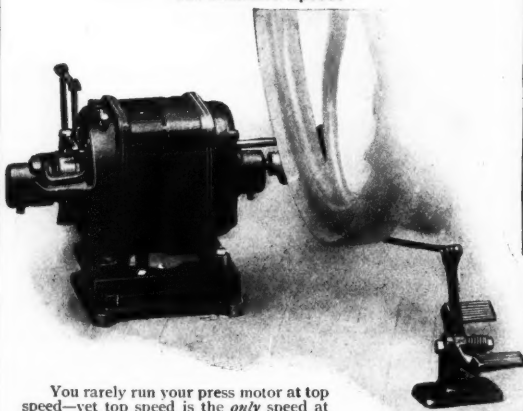
GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

Here is a VERY Important
Point About

KIMBLE PRINTING-PRESS MOTORS

(Alternating Current Only)
—HIGH EFFICIENCY
At Reduced Speeds



You rarely run your press motor at top speed—yet top speed is the *only* speed at which ordinary motors give you economical efficiency. Here are the figures of a Kimble $\frac{1}{2}$ h.-p. single-phase, variable speed motor and a $\frac{1}{2}$ h.-p. induction motor:

EFFICIENCY AT			
	Full Speed	$\frac{1}{2}$ Speed	$\frac{1}{4}$ Speed
$\frac{1}{2}$ H.-P. Induction Motor	66%	33%	16%
Kimble $\frac{1}{2}$ H.-P. Single-phase Motor	66%	56%	40%

These are actual figures taken from a KIMBLE $\frac{1}{2}$ H.-P. single-phase, variable speed, alternating current printing-press motor and a high-class 3-phase, variable speed motor, used for the same purpose.

Your electrician can make the same test any time.
Or, expressed another way:

POWER CONSUMED PULLING SAME LOAD			
	Full Speed	$\frac{1}{2}$ Speed	$\frac{1}{4}$ Speed
$\frac{1}{2}$ H.-P. Induction Motor	.565 KW	.565 KW	.565 KW
Kimble $\frac{1}{2}$ H.-P. Single-phase Motor	.565 KW	.350 KW	.235 KW

You see, that while they are of equal efficiencies at full speed, the Kimble alternating current printing-press motor consumes only 62% as much power at half speed, and only 41 $\frac{1}{2}$ % as much power at quarter speed.

One reason for this is the fact that

Kimble Alternating Current Single-phase Variable Speed Printing-Press Motors

are *entirely free* from the power-wasting *controlling devices* that other motors have to use to reduce speeds.

To reduce speeds on ordinary motors you destroy or absorb the electrical power *after* it is metered, while on Kimble Printing-Press Motors a reduction of speed is almost like cutting off just so much current *before* it is metered.

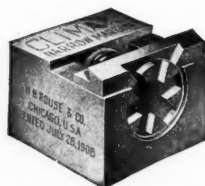
You don't have to be an electrician to appreciate what a big saving in your electricity bill this feature means to you.

That's why we say, again,

Kimbleize Your Shop and Paralyze Your Power Bill

Send for Catalog and prices.

Kimble Electric Co., 1125 Washington Boul.
Chicago



SAFEGUARD YOUR OUTPUT

by installing that sort of equipment which creates and insures accurate and dependable service in and about your pressroom. The pressroom is one of the main departments that can *make or lose* for the printer.

The Rouse Unit System

supplies the greatest efficiency in both make-up and make-ready—a system that eliminates all waste time in making up, making ready and registering; it is the one system that permits the quickest change in plates, the narrowest possible margin and a permanent make-ready. This system reduces the waiting time of your press, insuring the greatest output as well as the best work.

KEEP YOUR EYE OPEN

for imitations, because since the Rouse Unit System Bases and Register Hooks have made such good success throughout the printing industry many have undertaken to imitate them.

Sold by Dealers Everywhere

H. B. Rouse & Company
CHICAGO

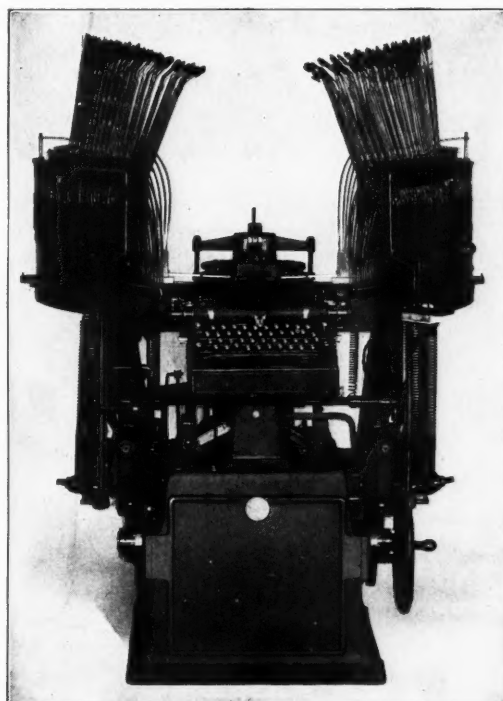
"Modern Methods" explains everything. Have you got your copy? It's FREE.

The New Rowotype

should interest every printer and publisher, because it affords them an opportunity of introducing machine composition in their plants.

¶ It is a new linecasting machine, especially built for printers and publishers, and the mechanisms incident to line casting have been reduced in this, the latest development in the printing art, to the simplest operation.

It Will
Modernize
Your
Composing-room



Simple
Typewriter
Keyboard.
The Matrices
Quickly Changed

Read Carefully a Few of the Important Features

¶ Is only fifty inches high, occupies but six square feet of floor space, weighs when in running order less than five hundred pounds. The operator assembles the matrices by fingering a standard typewriter keyboard. At the same time he makes a visible type-written copy. A touch on a lever automatically does the rest and delivers a perfect "row-o-type" to the galley.

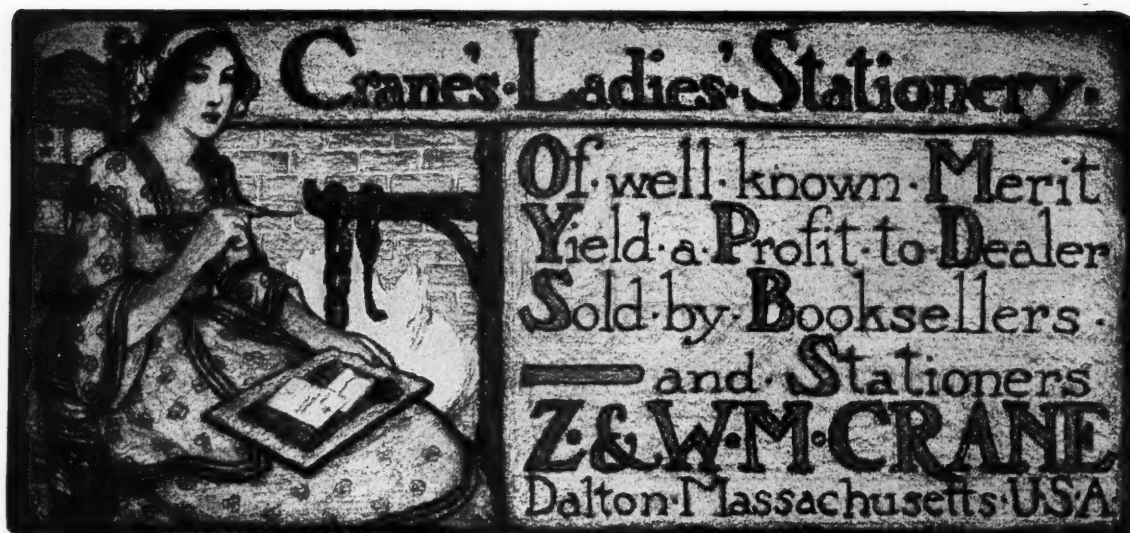
¶ The Rowotype has a single cam shaft, easily accessible. The matrices can be changed quickly, giving command over any number and variety of characters. Its power requirements: one-eighth horse-power.

¶ It is substantially built and simple in operation. The operator need not be a machinist to successfully operate. Shipped boxed ready for immediate use.

Full particulars will be supplied by addressing

THE OGDEN ROWOTYPE COMPANY

565 WEST WASHINGTON BOULEVARD, CHICAGO, ILL.



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

Compositors Make the Best Operators

¶ That is true because they understand the hundred and one things that go to make typography and which are as necessary in machine composition as in hand composition.

The Inland Printer Technical School

enrolls compositors exclusively as students. Their time and attention are concentrated on becoming operators or operator-machinists. The students do not have their minds distracted from the main issue by lessons or discussions on the rudiments of typography. There is always present the element of trade comradeship and knowledge that gives such a helpful tone to the conversation and stimulates the minds of students when they are discussing their work or studies.

¶ This identity of interest and knowledge, as well as concentration of educational effort, are what enable students of this school to develop so quickly and attain success.

Drop a postal and get a booklet showing what some of our fourteen hundred-odd graduates have accomplished

INLAND PRINTER TECHNICAL SCHOOL

632 SOUTH SHERMAN STREET,

CHICAGO, ILL.



*Let us tell you why
the use of Westing-
house Motors enables
the printer to produce
the greatest amount of
work for the least
expense.*

Write Dept. 40 to-day for full information

Westinghouse Electric & Mfg. Co.
East Pittsburgh, Pa.

SALES OFFICES IN 45 AMERICAN CITIES

PARSONS & WHITTEMORE

(INCORPORATED)

174 Fulton Street New York
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*Representatives and Correspondents in All Principal
Foreign Markets.*

Export Everything Used in Printing-Offices

PRINTING MACHINERY

ALL GRADES OF PAPER



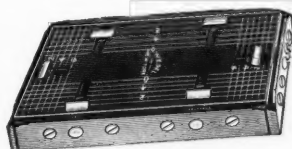
Your Plates on a Firm Footing

Uniform height, absolutely level, durable Plate Bases — that provide for quick, easy, accurate adjusting of plates — give best results — most profit. We make them for all plate-mounting purposes.

Stereotype Blocks

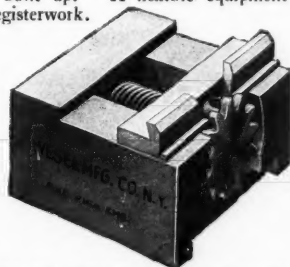
Where plates, uniform or nearly so in size, are continuously run (as in bookwork) these are standard equipment.

One of Several Styles



Sectional Systems

Plain Base and Hook Units that can be "built up." A flexible equipment for registerwork.



Combined Ratchet and Register Hook

Press Bed Blocks

Diagonal Grooved Blocks for the bed of cylinder or platen press. Drop-in-nut and self-contained hooks for all purposes.

Drop-in-nut Hook



F. WESEL MANUFACTURING COMPANY

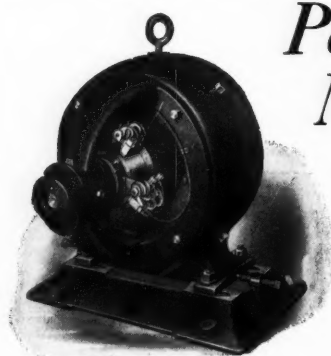
Printers' and Platemakers' Equipment

Main Office and Works, 70-80 Cranberry Street, BROOKLYN, N. Y.
NEW YORK, 10 Spruce Street

CHICAGO, 431 South Dearborn Street

The Best Proof That Peerless Motors Are a Success

lies in the fact that printers, publishers and electrotypers buy and re-buy with pronounced satisfaction the



Peerless Motor

Every motor represents the experience of over 15 years, and each motor is made to fill the exact requirements of the purchaser — therefore you have concentrated and condensed power — features of a

motor of importance to the printer about to buy.

Tell us what presses you contemplate equipping and we will advise you by return mail what it will cost you.

Ask for our illustrated catalogue, plans of selling, prices, etc.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 452 Monadnock Block.

NEW YORK, 43 West 27th Street

And All Principal Cities

The Waste of Paper Stock

about your plant is an item of no small consideration and is a thorn to your cost of production. With the use of

Ideal Guaranteed Non-Curling Gummed Papers



you eliminate leakage, besides supplying your customer with a strictly high-class paper. Our gummed paper is made for all climates, building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

Ideal Coated Paper Co.

BROOKFIELD, MASS.

New York: 150 Nassau St.

Chicago: 452 Monadnock Bldg.

A New Linotype Novelty

An Appropriate Holiday Gift, Useful and Attractive



A LINOTYPE FOB for all who wish to be identified with this rapidly growing branch of the printing industry.

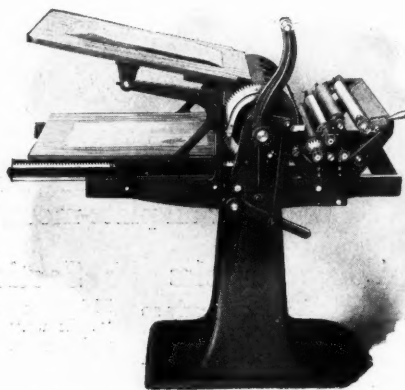
As illustrated, on silk ribbon, with solid gold swivel and finishings, medallion orioide (a composition metal, almost identical in color with gold), heavily gold plated, \$5.00. Gold filled finishings, same medallion, \$1.50. Leather strap, oxidized copper or silver medallion, 50 cents.

Also made up in ladies' brooch or belt pins and hat pins, very neat and attractive, \$1.00.

We have many other useful Linotype novelties, cuff buttons, scarf pins, belt pins, etc. Send for illustrated price-list.

The cut does not bring up the delicate, fine lines of the machine which on the original bring out in remarkable boldness the smallest details of the machine. It must be seen to be appreciated.

LINO NOVELTY COMPANY (Not Inc.)
5340 Drexel Avenue, CHICAGO, ILL.



WE ANNOUNCE a new style Potter Proof Press — the No. 2 SPECIAL, a machine designed for use in those plants where proving is a sizeable function and greater speed would be profitable.

The No. 2 Special possesses a feed board, delivery board, automatic inking device, automatic trip, and other improvements.

Turn the crank and we deliver the proof, promptly and of press-proof quality.

Ask us, or any dealer

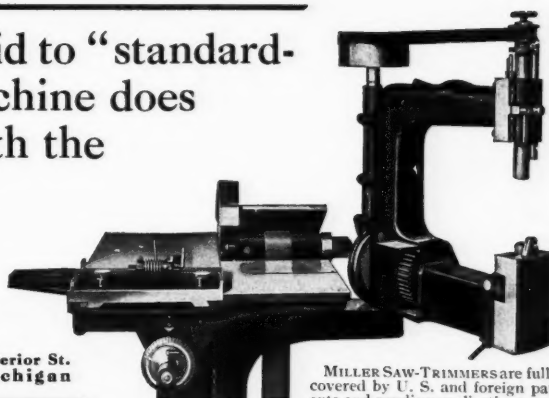
A. F. WANNER & CO. Mfrs.
431 So. Dearborn St. Chicago

10,000 pressmen are being paid to "standardize" cuts by hand. This machine does 10 times the work in one-tenth the time. Try out the Miller—and let your pressman go to press.

EASY TO OPERATE EASY TO BUY EASY TO PAY FOR

Miller Saw-Trimmer Co.

815 East Superior St.
Alma, Michigan



MILLER SAW-TRIMMERS are fully covered by U. S. and foreign patents and pending applications.

PARSONS' GREAT BOOK

"Principles of Advertising Arrangement"

by Frank Alvah Parsons, President of the New York School of Fine and Applied Art, is the one new book which every printer and buyer of printing needs.

Sent postpaid for examination, subject to return in 10 days if unsatisfactory, on receipt of price, \$2.00.

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THE PRANG COMPANY, 358 Fifth Ave., New York

Let Us Mail to You Another Sample

of a
Profit-Producing Printing Paper

Altha Cover

Representing an Entirely New Finish

22½ x 28½ — 80 lb.

White, Pecan, India, Suede, Brown

13½ cents per lb.

Parker, Thomas & Tucker Paper Co.

514-522 Sherman Street, Chicago, Ill.

Champlin Mfg. & Sales Co.

Successor to D. H. Champlin

343 South Dearborn Street, Chicago, Ill.

Machinery for
**Printers, Lithographers, Bookbinders
and Paper Box Makers**

WESTERN AGENTS

Potter Printing Press Company,
Plainfield, N. J.

Brown Folding Machine Company,
Erie, Pa.

It will pay you to see us when in the market. We feature machinery and appliances that are money-makers for you.

Write us—Wire us—'Phone us—We are always on the job

PRESSROOM PROFITS

come from increased efficiency. Nothing promotes efficiency more than the

UNIQUE STEEL BLOCK

USED IN THE LARGEST AND MOST SUCCESSFUL PLANTS

Saves Time

Improves Quality

Enlarges Profits

We have recently developed a high degree of efficiency in our own manufacturing and sales departments and are therefore able to turn out a product of the same high standard as formerly, but at decreased cost. Our customers will share in this advantage, as our prices demonstrate. Send for our catalog and price-list.



UNIQUE STEEL BLOCK CO., Kent Ave. and Keap St., BROOKLYN, N.Y.



"Same Old Story: They Are Going Some"

953 Wing-Horton Mailers

were sold in 1911.

They were all sold subject to approval, but not a Mailer was returned.

They are carried in stock at printers' supply houses throughout the United States and Canada.

Full particulars supplied on request to any agency, or

CHAUNCEY WING, Mr., Greenfield, Mass.

TO MAKE CLEAR OUR POSITION

We hereby affirm that The H. C. Hansen Type Foundry is an INDEPENDENT Type Foundry and is not connected with any syndicate or other type foundry. We manufacture on the premises over 70,000 characters of type.

All the Dies, Moulds, Type Machines and Tools for all departments designed and made by H. C. Hansen

The H. C. HANSEN TYPE FOUNDRY

Forty Years a Successful Type Foundry. Established 1872

H. Alfred Hansen, Manager

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PURITAN SERIES. 12-PT. EGG-AND-DART BORDER. GRAY TONE BRASS RULE

PERFECT COLOR-PLATES

We have created a standard in color-plates second to none,

❑ because every set of plates is specially made for the purpose intended, with due regard for the paper to be used and other conditions to be met;

❑ because every man in our employ is an expert in color reproduction;

❑ because we are specialists, making none but color-plates, anything from two colors up;

❑ because we have successfully demonstrated again and again that our process reproduces anything perfectly;

❑ because we have the equipment and the administrative ability to deliver perfect color-plates on short notice when demanded;

❑ because printers and users generally have found our plates the finest printing surfaces, productive of the greatest number of impressions, in perfect register and true to proof;

❑ because our service extends all over the country and is thoroughly dependable.

Correspondence invited.

ZEESSE-WILKINSON COMPANY

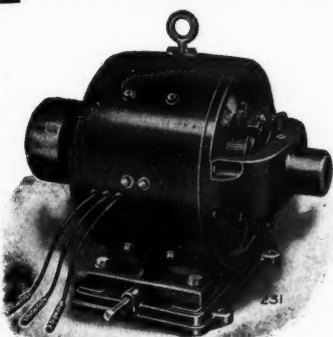
Specialists in Color-Plate Engraving and Printing

TELEPHONE: 5200 MADISON SQUARE

213-217 EAST TWENTY-FOURTH STREET

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A Motor Designed for Printing Press Service



5 H.-P. Motor for driving Rotary Press

Strict economy must be practiced by printers, not only in expense, but in time saved, to show a profit.

A Robbins & Myers Standard Motor will drive a press to better advantage than any other form of power; it can be installed within the frame of the press to save space—no cumbersome overhead shafting or crowded aisles.

It is cleanly, quiet in operation and provides power at any time of day or night. The starting and stopping are always under perfect control; varying speeds are possible. The motor will last as long as the press.

Robbins & Myers Motors

Our press-driving motors furnish from $\frac{1}{4}$ H.-P. to 15 H.-P., giving a practically unlimited range of printing speeds. Ask us for list of large and small users.

The Robbins & Myers Co.

Springfield, Ohio

Branches and Agencies in All Principal Cities

We also manufacture the famous line of "Standard" Electric Fans, for direct or alternating current.

FOUND!

A Good Customer—Did You Lose One?

A progressive printer picked up a large contract the other day by proving that his paper was the best and also the cheapest of all the samples submitted. He proved it on

The Mullen Paper Tester

Measures the absolute quality of paper. Differentiates between samples *appearing* exactly the same. Positively relied upon by the paper trade. Used by 555 paper manufacturers in this country and Canada. Single companies use 40 and 50 of them. 204 among the paper dealers in New York city. 46 in United States Government Purchasing Offices, from Washington to Manila and Panama. All paper furnished the United States Government has to meet specified tests on

The Mullen Paper Tester

Will save you good money in your purchasing department and bring you new customers in your sales department. You can not afford to be without the knowledge it gives you. Let us show you the long list of printers and lithographers who are already obtaining these benefits.

Address Department M.

B. F. PERKINS & SON, Inc.

Sole Manufacturers

HOLYOKE, MASSACHUSETTS

Export Agents: PARSONS TRADING CO., New York and London

ASK TO SEE OUR SAMPLE-BOOK WHEN YOU VISIT YOUR JOBBER

WE have recently placed in the hands of *every Paper Dealer in the United States and Canada* a large cloth-bound sample-book, showing our full line of Blottings, with the weights, sizes and colors which we carry in stock.

It would pay to call on your paper jobber and ask to see this book, so that you would be in a position to recommend to your customers what to buy when you have inquiries from them for blotters.

Recommend to your customers that they advertise on blotters. No other form of advertising brings as good results, and the cost is low. They can be printed envelope size and enclosed in letters, and thus be distributed free of cost.

To get the best results, care should be taken that a GOOD blotter is used. Our brands are recognized as being the best. *Don't forget to ask to see our book. It will pay you to do so.*

STANDARD PAPER MANUFACTURING COMPANY

RICHMOND, VA.

The Largest Makers of Blotting Paper in the World

WELCOME TO AMPERE

We want to take you on a trip through our works. In a handsome booklet, just issued, we have told how to get here from New York, only thirty-five minutes away, how Ampere was named, what the place looks like when you arrive, a brief history of the Company and its President, about our organization, policy and financial standing, and shown in the illustration many interesting details of our plant.

Write for our booklet on Ampere.

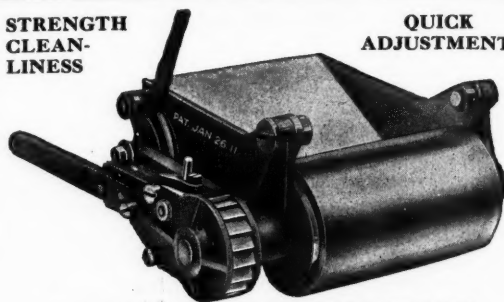
CROCKER-WHEELER CO.

AMPERE, N. J.

BALTIMORE	BIRMINGHAM	BOSTON	BUFFALO
CHARLOTTE	CHICAGO	CINCINNATI	CLEVELAND
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**STRENGTH
CLEAN-
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**QUICK
ADJUSTMENT**



THE SIMPLEX FOUNTAIN

Made by the **Simplex Manufacturing Co., Frankford, Phila.**
Can be cleaned in five minutes on the press.

Read by British and Colonial Printers the World over.

The British Printer

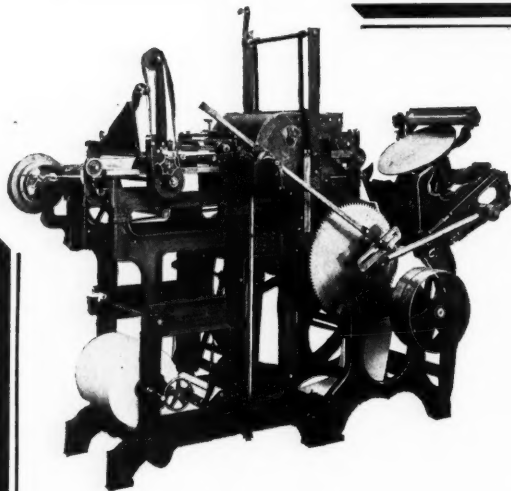
Every issue contains information on trade matters by specialists. Reproductions in colors and monochrome showing modern methods of illustrating. All about New Machinery and Appliances. Trade notes form reliable guides to printers and allied traders. Specimens of jobwork form original designs for "lifting."

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The Best Investment You Ever Made

will be the installation of this indispensable Web Perfecting Job Press.

In the erection of this press we studied the requirements of the *average printer*, and the success thus far is the best evidence that we have filled a long-felt requirement.

What Do You Know About this Web Job Press?

Before you make another purchase, why not investigate all our claims and add to your equipment this all-around, dependable press?

NOTE SOME OF THE SPECIAL FEATURES:

It prints from the roll automatically, in one or two colors. Rewinds, cuts, slits, perforates, punches, numbers, counts and stacks, either or all at one operation.

Does perfect bronzing. Every objection to bronzework is eliminated by the **TOLEDO WEB PRESS**.

A specially made, extra heavy, **CHANDLER & PRICE**

Gordon is the foundation unit. The entire press is solidly and substantially built. Simple in construction and comparatively inexpensive.

Write us for samples, representing actual product, prices, sizes and further information. Get busy now for your Fall and Winter all-around high-class jobwork.

Toledo Web Press Manufacturing Company

Toledo,
Ohio

OLD COUNCIL TREE BOND

can be secured in any quantity in all its weights and tints from any of the dealers listed below:

Baltimore.....	B. F. Bond Paper Co.
Buffalo.....	Alling & Cory Co.
Brantford, Can.....	Barber-Ellis, Ltd.
Cincinnati.....	Chatfield & Woods Co.
Cleveland.....	Union Paper & Twine Co.
Chicago.....	Graham Paper Co.
Chicago.....	Chicago Paper Co.
Detroit.....	Chope-Stevens Paper Co.
Denver.....	Graham Paper Co.
Dallas, Tex.....	West-Cullum Paper Co.
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Indianapolis.....	Indiana Paper Co.
Ithaca, N. Y.....	T. G. Miller & Sons Paper Co.
Kansas City, Mo.....	Graham Paper Co.
Los Angeles.....	Blake, Moffit & Towne
Lansing, Mich.....	Dudley Paper Co.
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Milwaukee.....	Standard Paper Co.
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Philadelphia.....	Irwin N. Megargee & Co., Inc.
Pittsburgh.....	Chatfield & Woods Co.
Rochester.....	Alling & Cory Co.
Seattle.....	American Paper Co.
Spokane.....	Spokane Paper & Stat. Co.
Springfield, Mo.....	Springfield Paper Supply Co.
St. Louis.....	Graham Paper Co.
San Francisco.....	Blake, Moffit & Towne
St. Paul.....	Wright, Barrett & Stillwell Co.
Tacoma.....	Tacoma Paper & Stat. Co.
Toronto, Can.....	Barber-Ellis, Ltd.
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Washington.....	R. P. Andrews Paper Co.



Some printers try to boost a certain make of letter-head paper to their customers and in so doing they waste a lot of time and energy. Isn't it a whole lot better to offer a well advertised brand like OLD COUNCIL TREE BOND and thus "operate along the lines of *least* resistance?"

When you minimize selling-effort you save time, and when you save time you save money. Moreover, it is pleasanter to sell a man something he wants than something he isn't acquainted with and doesn't want.

OLD COUNCIL TREE BOND has the class and dignity that advanced business men desire, and you needn't be afraid to present it to the most exacting business man under the sun.

Send for free samples of weights and color.

NEENAH PAPER CO.

MANUFACTURERS OF LOFT-
DRIED WRITING
PAPERS

NEENAH

WISCONSIN



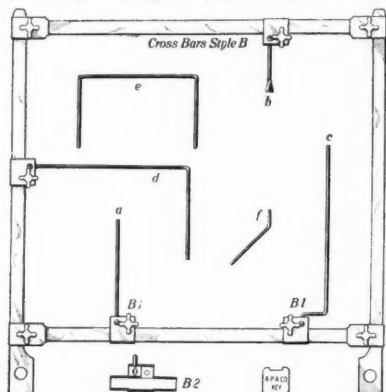
Hake's Universal Perfection Gripper for Platen Presses

(PATENTED)

"The Gripper of Unlimited Possibilities"

A perfect apparatus for firmly holding sheets under any difficulty. Quickly adjusted. Any length or shape of gripper rod easily inserted. A Permanent Fixture to the Press.

No Blurring. Perfect Presswork a Certainty



The Grippers consist of $\frac{1}{2}$ -inch steel rods, held by small slidable blocks on double-beveled "arms" and cross-bars, quickly adjusted and securely fastened by winged screws and clamps. It is built like a machine—best steel construction. Durable and reliable. Nickel-plated. Made for all sizes and makes of platens.

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**SAMPLES FREE
SEND · FOR · THEM**

**STEEL DIE EMBOSSEING AND
COPPER PLATE ENGRAVING
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BUSINESS CARDS
EMBOSSED LETTER PAPER

WEDDING INVITATIONS
CALLING CARDS ETC.



STATIONERS ENGRAVING Co.
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A Gold Mine of Practical Ideas

is what one job compositor said after examining *The Printing Art's* book of typographic designs.

We have gathered together in book form ninety large pages of suggestions for the display compositor—one hundred and fifty-two ideas he can put into immediate and practical use. One hundred and five of these suggestions are examples of type arrangement; not ordinary slap-and-dash work, but the choicest designs that have appeared in *The Printing Art*, a careful selection of the best work of the best typographers in this country and Europe. Thousands of different specimens were examined in making this collection so that every example would be practical, useful, and helpful. Nearly all are in two colors and they are printed on a variety of papers. Many are title-pages for books, booklets and programmes, but there are also included letter-heads, bill-heads, business cards, advertisements, cover-designs, circulars, announcements, etc.; in short, examples of every kind of work done by a display compositor.

Merely to examine this book is a liberal education in typography. To have it handy for reference and study will be a great help toward a better salary or a better position, for here you have before you a book packed with the best work of such men as Bruce Rogers, Goudy, Dwiggins, Nash, Rollins, and others—filled with just the kind of suggestions you need every day.

Enclose a dollar bill with your order and the book will be sent by return mail. Your money will be just as promptly returned if you do not find it worth many times its cost. There are less than a hundred copies left and the book will never be reprinted. To make sure of obtaining your copy you should send in your order to-day.

Address

THE PRINTING ART
CAMBRIDGE, MASS.

Far in Advance of the Times

A prominent subscriber of this publication, a large dealer in New York City, in a letter dated July 25, uses the following language:

"I have heard it said on several occasions that *INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL*—was undoubtedly the best magazine, but that it was ahead of the times. That was some time ago. Now I believe that business men have reached the point where they appreciate a publication of that kind."

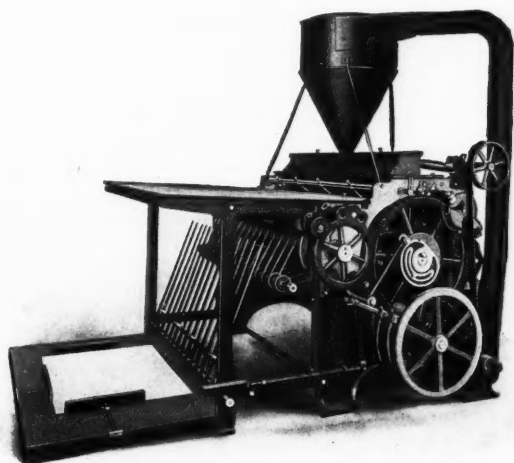
Prosperous dealers and subscribers demand "boiled down" reading matter, free from piffle, birthday announcements, etc. The text matter must be of interest, up to date, right to the point, else they will not read.

Send for sample copy if you do not know *INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL*—and be convinced of its high character.

Inland Stationer
Business Equipment Journal
632 Sherman Street, Chicago

"U. P. M." THE TRADE-MARK OF QUALITY

EXCUSE ME



Says a Master Printer, usually, when asked to produce a bronzing job in his plant. He used to have a good reason. Hand bronzing is expensive and a nuisance. Obsolete methods in machine bronzing are not much better.

But to-day the

U. P. M. Vacuum Bronzer

leaves him no excuse for not encouraging bronzing jobs in his plant in connection with his regular work.

The U. P. M. may be installed in the *same* pressroom with your cylinders.

It may be operated with comfort by your employees, with a greater saving of bronze, with less spoilage and with a larger and more perfect product than is possible by any other method.

We also offer

The Chapman Electric Neutralizer

Where other methods fail the
Chapman succeeds.

We also offer

The U. P. M. Automatic Continuous Pile Feeder

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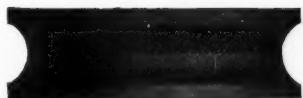
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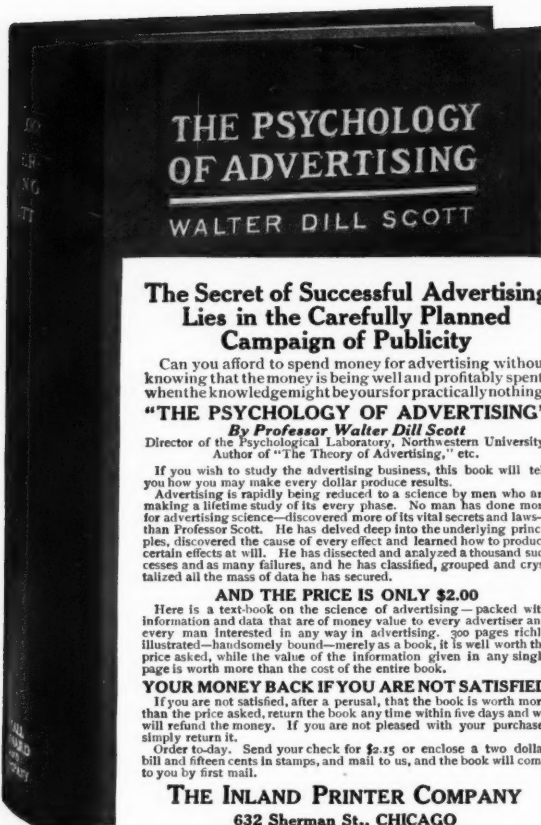
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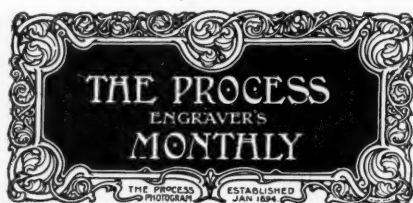
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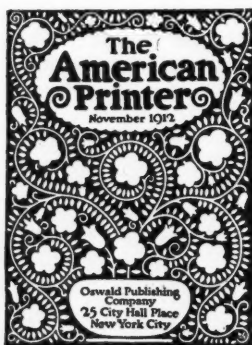
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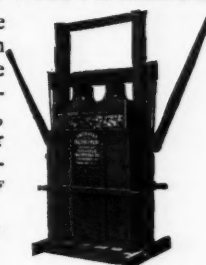
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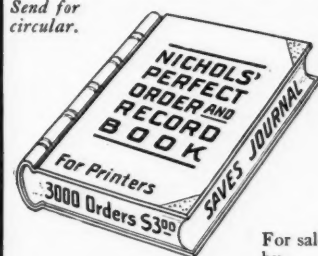
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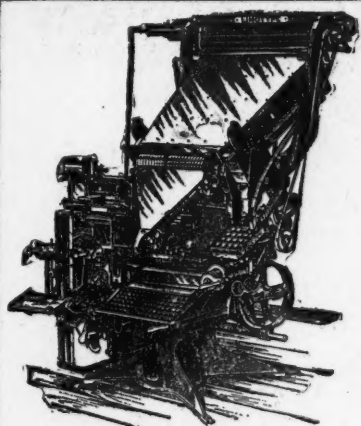
The Inland Printer Company

632 South Sherman Street
CHICAGO, ILLINOIS

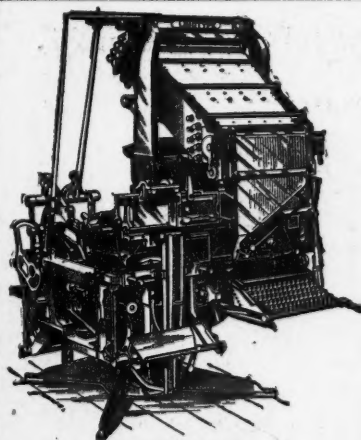
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Three-Magazine Linotype



Quick-Change Model 9
Four-Magazine Linotype

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- 10th. Twenty-one years of square business dealing, in which one price and the same cash discount to every buyer has been consistently maintained.

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Dec 1912

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All Ways Always



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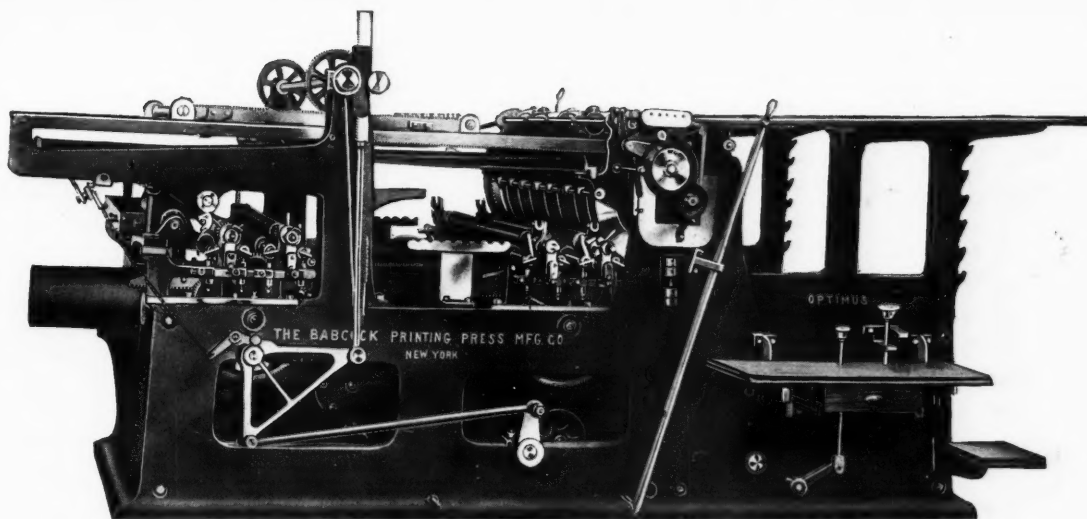
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ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON D. C.
National Paper & Type Company, 31 Burling Slip, New York. Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus The Babcock Optimus

A firm of printers' machinists told us that business was good. "But let us tell you that we are under little obligation to you for it. There are as many Babcock presses in this town as of any one of the others; but the machinist gets nothing out of them. If all the presses were Babcocks, we'd go out of business. We keep going in pretty good shape, though.

"There's another thing or two. The high grade material in your machines is better than we are accustomed to find. Our drills tell us this incontestably. It's a pleasure to work stuff from the Babcock shops. Why do you? You can cheapen your machines considerably if you make a low-grade mix for your castings, and take less pains in fitting and finish; it's done right along."

That is what the repair man says. Does it mean anything to you? It does to us, and makes us proud; for we know it to be an honest recognition of honest materials and expert manufacturing by specialized labor.

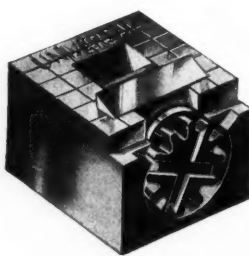
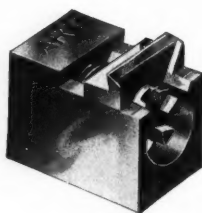
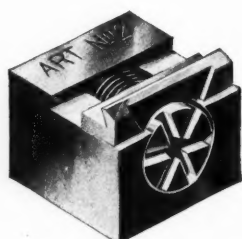
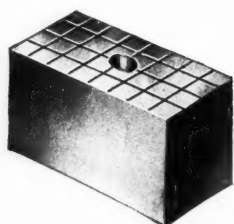
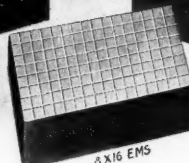
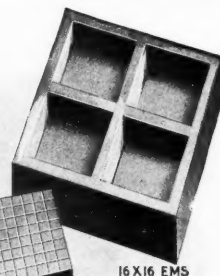
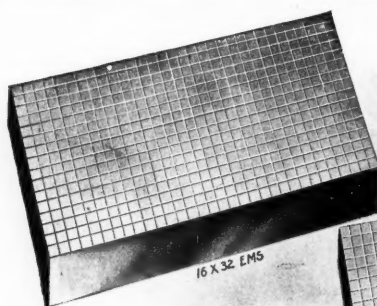
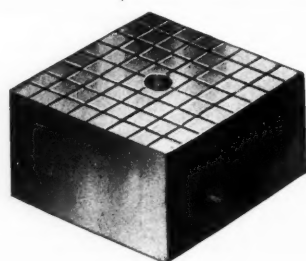
This is what a western publishing house, with twelve or more Optimus presses, says of them in use:

"We set a new Optimus beside a new—of the same size; both were running on the same class of work, much of the time on identical forms. The superiority of the Optimus was apparent from the outset, and has continued. It was quicker in make-ready; easier in its wear on forms; much more rigid under impression; retained adjustment perfectly, in marked contrast with the other; ran at high speed much more smoothly and evenly, avoiding trouble with the automatic feed; and at a time when repair bills on the—had amounted to a figure approaching the unreasonable, the repair cost on the Optimus had not been one cent. Up to the present the original Optimus, put in ten years ago, has cost nothing. We have bought none but Optimus presses since, and all perform equally well."

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If you think of buying a small two-revolution, ask about the No. 43 Optimus for a 25x38 sheet, or the No. 35, for 22x32. Each prints its sheet with *half-inch margins*.

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The Challenge Machinery Co.

Grand Haven, Mich.

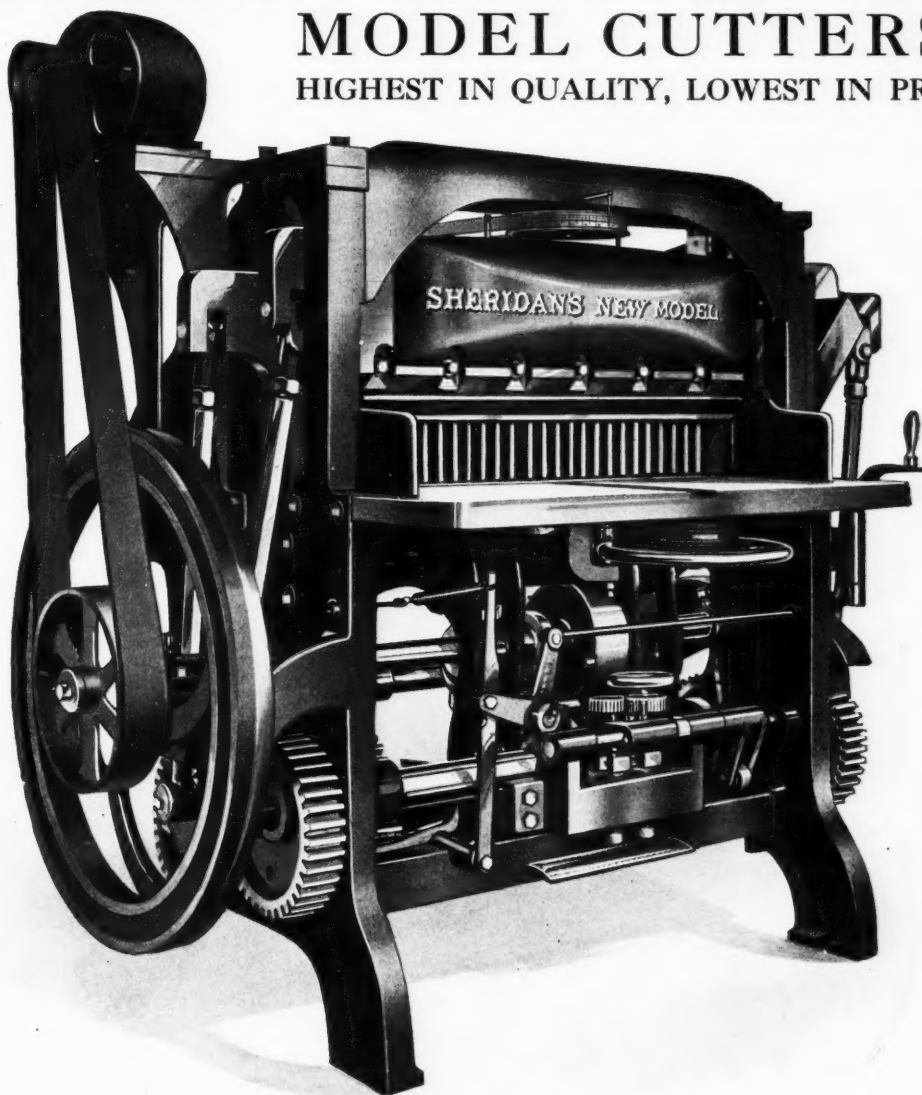
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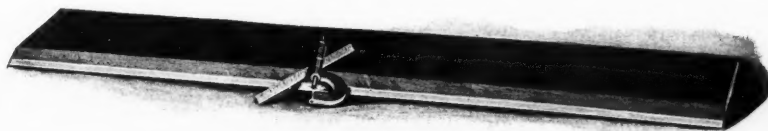
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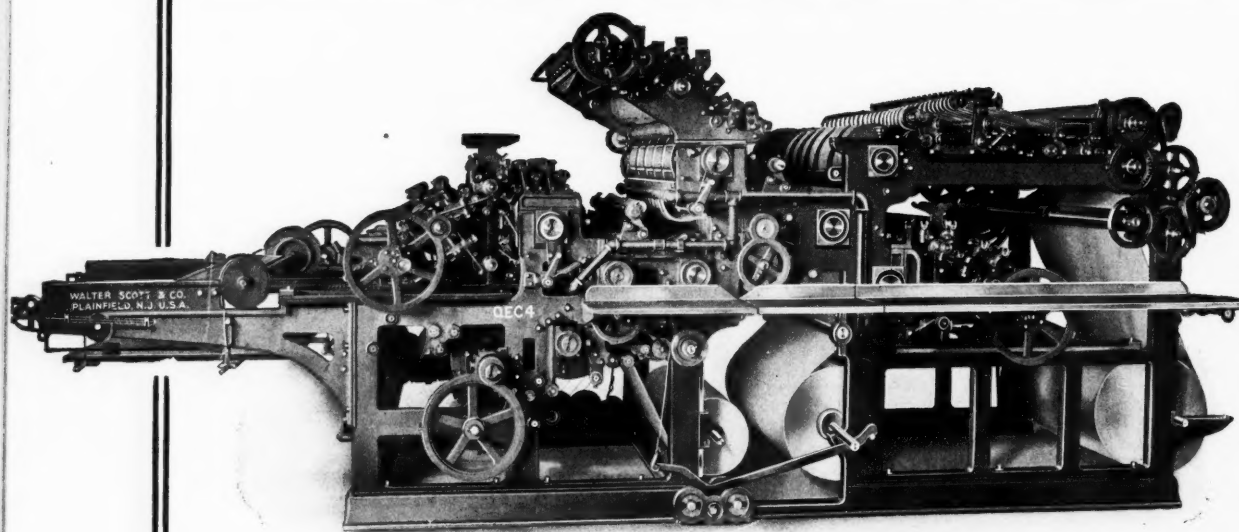
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WILL IT NOT PAY YOU to investigate the merits of this machine? Install one, seek long runs of presswork, and you will become prosperous. Send for our descriptive catalogue. Send for our salesman; he will be pleased to confer with you.

Why Not Install One Now?

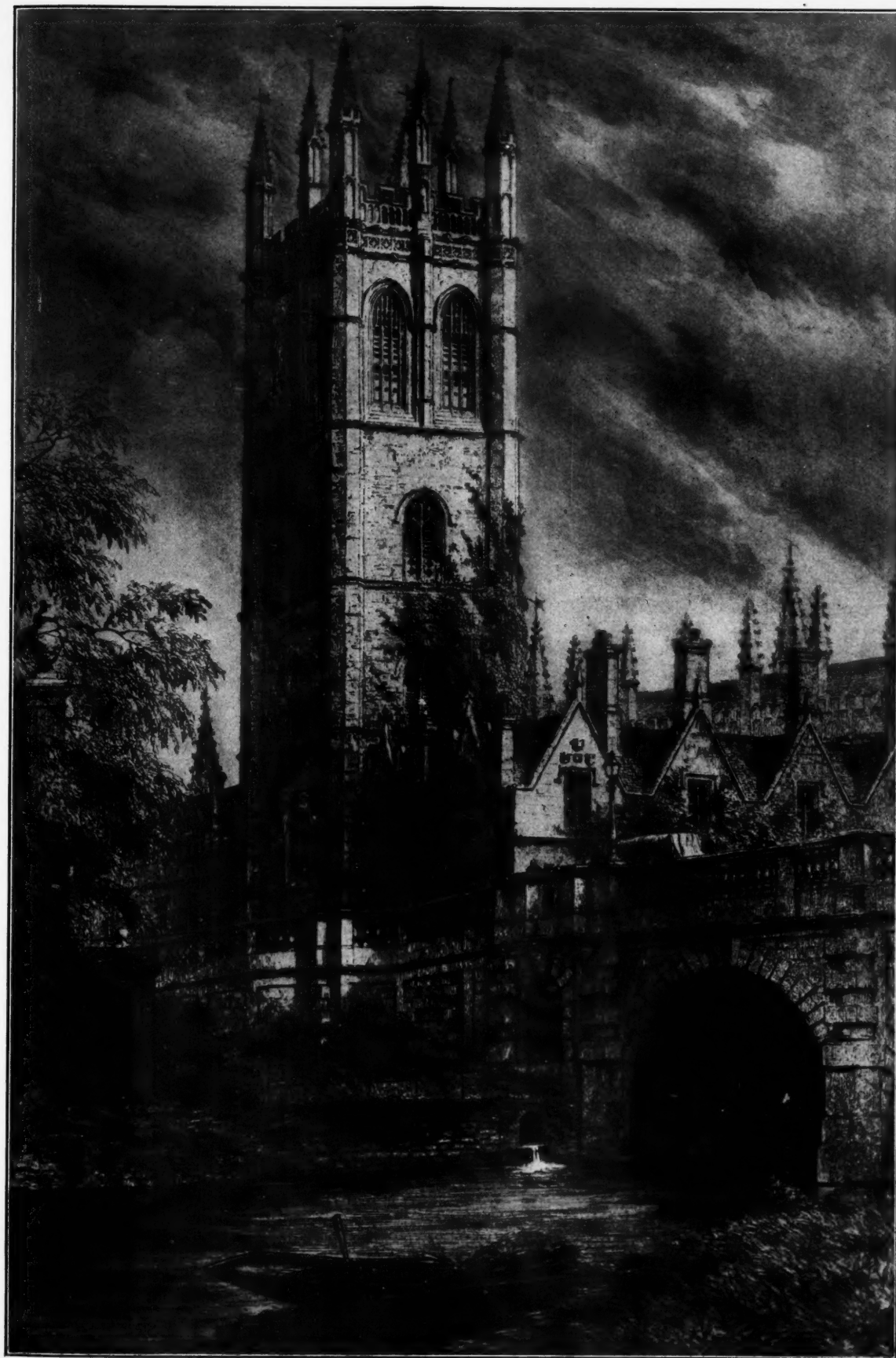
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DAVID J. SCOTT, General Manager
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PLAINFIELD, NEW JERSEY

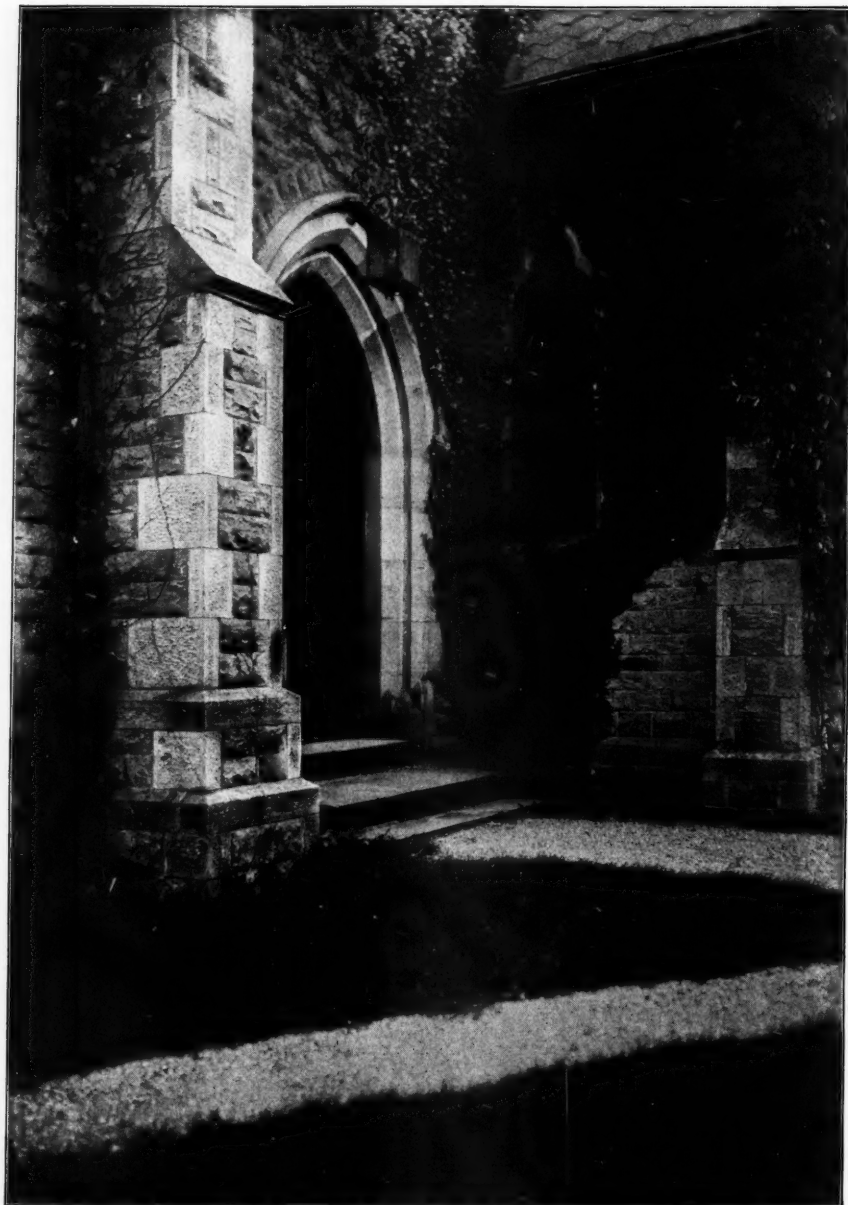
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Part of a regular run of 62,000 by The Champlin Press, Columbus, Ohio

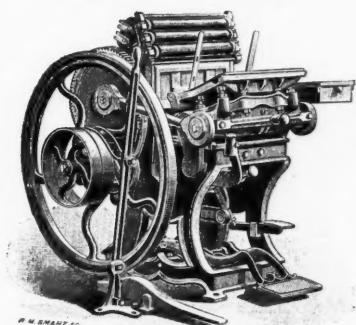


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DARK OLIVE
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Part of a regular run of 62,000 by The Champlin Press, Columbus, Ohio

25 Years *of the* March of Progress

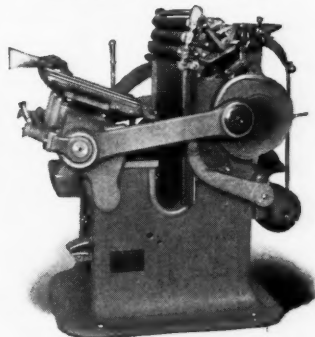
Look at This



Model of 1888

*Then
Close
Your
Eyes
and*

Look at This



Model C of 1913

Need We Say More?

Many forms which required a double inking with our Model A machines can be done with a single inking on the 1913 Model C. This point, together with added convenience in "make-ready" and "clean-up," adds many dollars to the profits of the progressive printer. We would be pleased to submit you an attractive proposition to replace your old and out-of-date machines.

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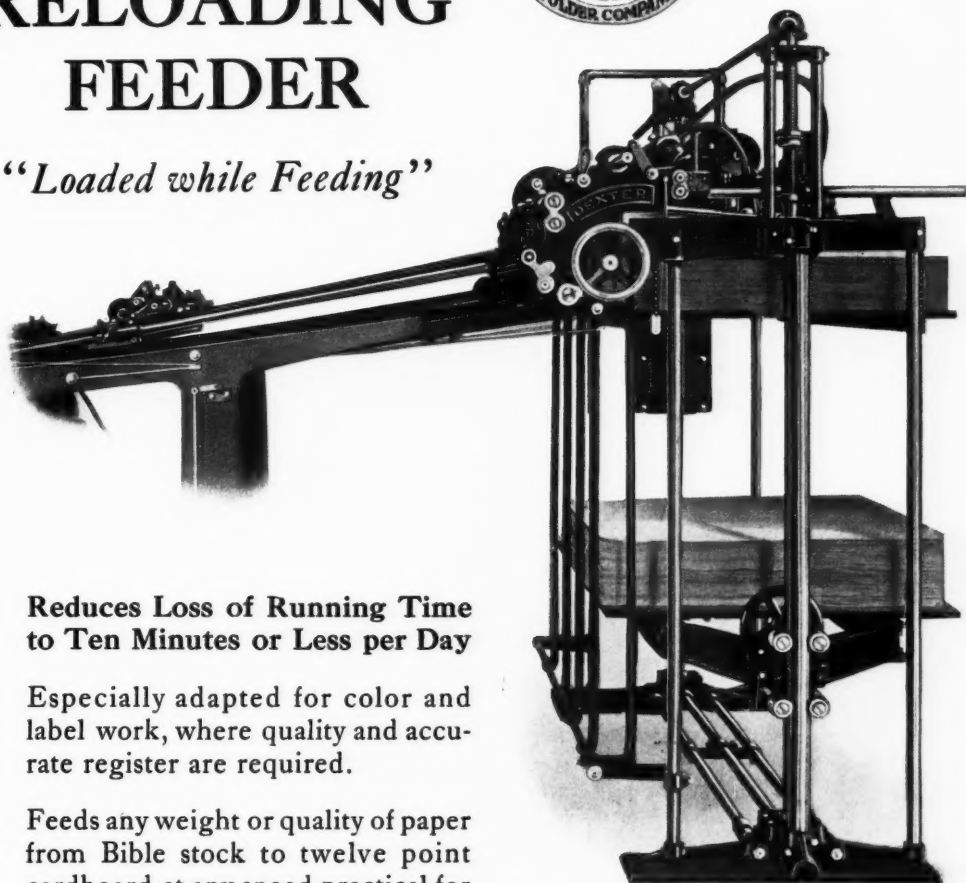
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"Loaded while Feeding"



**Reduces Loss of Running Time
to Ten Minutes or Less per Day**

Epecially adapted for color and
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Feeds any weight or quality of paper
from Bible stock to twelve point
cardboard at any speed practical for
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Where the "truck loading system" is preferred, this feeder can also be
loaded for a "full day's run." It is practically a continuous pile feeder.

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SAN FRANCISCO
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THE J. L. MORRISON CO.

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 - II. *Durability*
 - III. *Dependability*
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When buying Bond Paper put it to the 3 D Test.
See if these three questions can be answered favorably.

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That is, good to look at and to feel.
Is it clear, clean and crackly, and
does it work well on the presses?

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Is it made from such stock that it
will last, will withstand all wear,
tear and strain in printing and
afterward?

3rd D. *IS IT DEPENDABLE?* Is it always good, not O. K. one
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color or finish the next one.

WORTHMORE BOND

"It has the crackle"

Stands these tests so successfully that our sale of it
increases every month.

THE WHITAKER PAPER COMPANY

CINCINNATI

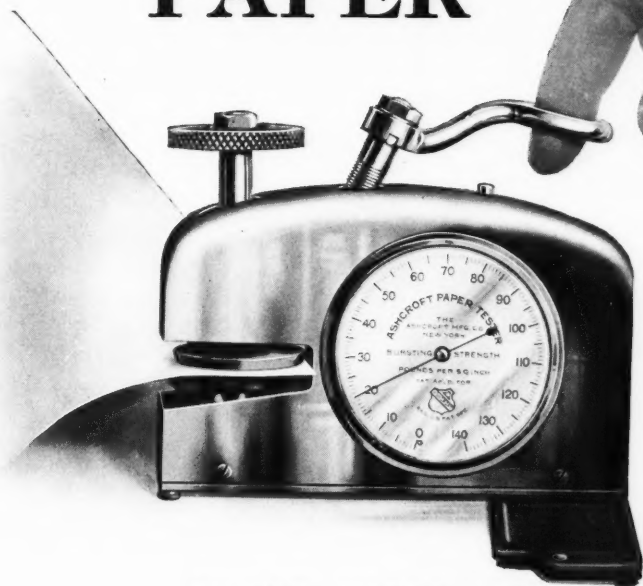
New York Office :
FIFTH AVENUE BUILDING

Sold in Boston by
BAY STATE PAPER COMPANY

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1166 PEOPLES GAS BUILDING



TEST YOUR PAPER



WITH
**The Ashcroft
Paper Tester**

In no other way can
you determine its
exact value.

Price \$20.00. Calf Skin Case, \$1.00 Extra

Just examine these tests made on five widely advertised Bond Papers; all basis 17x22—16:

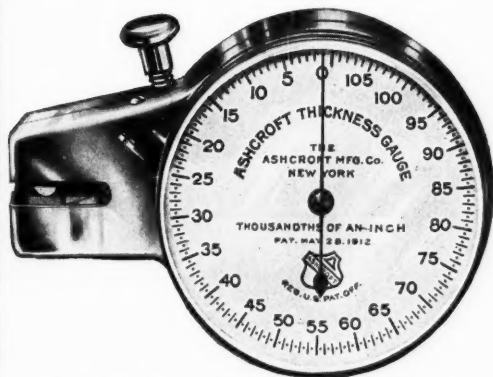
Sample No. 1.	Average strength, 34.6	thickness .00275	Price, 20c per lb.
" No. 2.	" " 23.2	" .0025	" 6½c " "
" No. 3.	" " 26.3	" .0025	" 16c " "
" No. 4.	" " 25.3	" .0025	" 10½c " "
" No. 5.	" " 24.5	" .00275	" 6 " "

Sample No. 1 is a good paper, tests high and bulks well.

Sample No. 2 tests less than sample No. 5, bulks less and COSTS MORE. In addition, it is not as white as sample No. 5.

Sample No. 3 tests almost the same as No. 4, bulks exactly the same and costs 5½c per pound more. There is very little difference between the two in the matter of color, finish and crackle.

These tests illustrate why the ASHCROFT PAPER TESTER is necessary to every printer. Not only is it invaluable for comparing various samples, but its accuracy, and the fact that it is constructed entirely of metal, makes it the most desirable paper tester to be had.



Price \$10.00. Calf Skin Case, 50c Extra

The Ashcroft Thickness Gauge

will enable you to determine the bulk of various samples. By measuring the bulk of ten sheets, you can tell the bulk of any number of sheets. It will tell the difference between various thicknesses of paper instantly.

It is invaluable to the printer and printers' salesman.

THE ASHCROFT MFG. COMPANY

85-87-89 LIBERTY STREET NEW YORK CITY

Canadian Sales Agent, G. B. Legge, 156 Yonge St., Toronto, Ont.

Hamilton's

MODERNIZED
COMPOSING-ROOM
FURNITURE

NOW AVAILABLE IN WOOD OR STEEL

PRACTICABILITY or Utility, Good Material and Proper Construction combined make good furniture. Hamilton Steel Furniture has incorporated in it all of these good and essential features.

Practicability or Utility.—Thirty years in the manufacture of printers' furniture have given us the benefit of not only our own ideas, but of most thinking printers of the country as well. Our reputation for good, practical furniture made in these many years will be a sufficient guarantee to most printers of the excellence of our steel furniture.

Material.—It has always been our policy to use nothing but the best of woods for the purpose in our wood furniture, and the same is true of the steel used in our steel furniture. There are only a few mills in the country producing steel that answers our specifications, namely—patent leveled, full cold rolled, pickled and annealed. Patent leveling gives a sheet that is flat; pickling removes impurities that would be likely to cause rust under the enamel, and annealing makes it work properly in the forming presses without cracking or breaking.

Construction.—This is one of our strongest points. In building up a fabric of steel for our cabinets we have been aided not only by our knowledge of the requirements of printers' furniture, but by the most expert steel workers obtainable—men who have spent a lifetime in the manufacture of steel furniture. Space does not permit a detailed explanation of our construction at this time. However, we will show same in a series of advertisements in the trade papers, commencing in the February, 1913, issues. It will pay you to read these ads.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS.

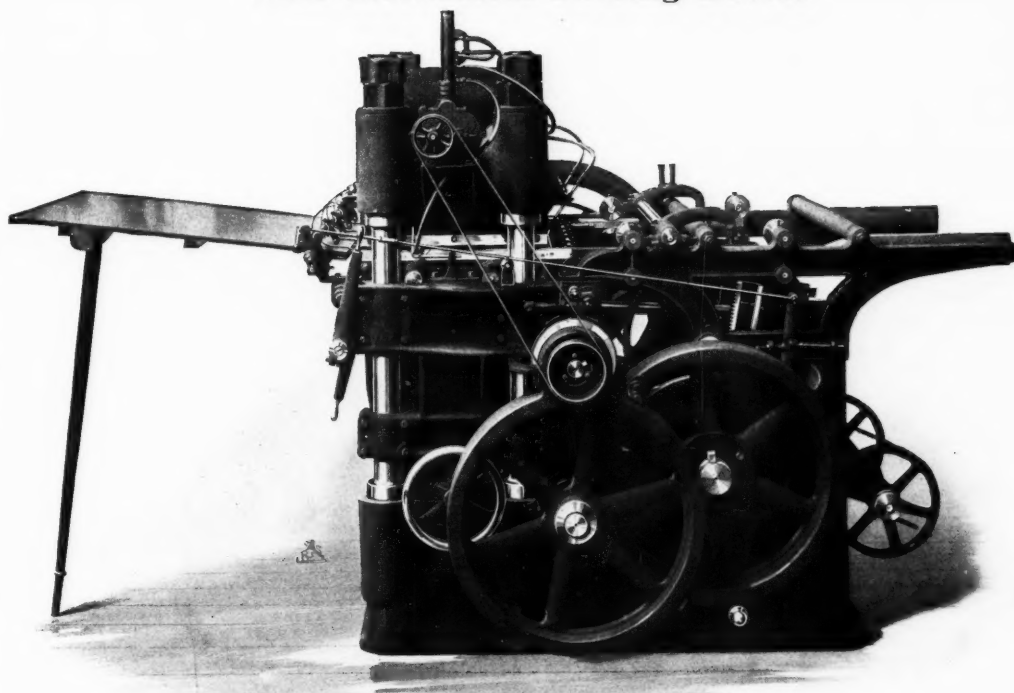
Eastern Office and Warehouse, RAHWAY, N. J.

ALL PROMINENT DEALERS SELL HAMILTON GOODS

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

The Seybold Four-Rod Embossing Machine

With Mechanical Feeding Device



Seybold Patents

Built in Four Sizes: 22 x 28, 26 x 33, 28 x 38 and 32 x 42 inches

Specially equipped for highest-class embossing on large sheets of labels and postal cards, calendars, catalogue and book covers, paper novelties, paper boxes, etc.

Guaranteed to give *absolutely perfect register* at a speed of from 840 to 1,200 impressions per hour, dependent upon the size and style of sheet being handled.

LET US SEND FULL PARTICULARS

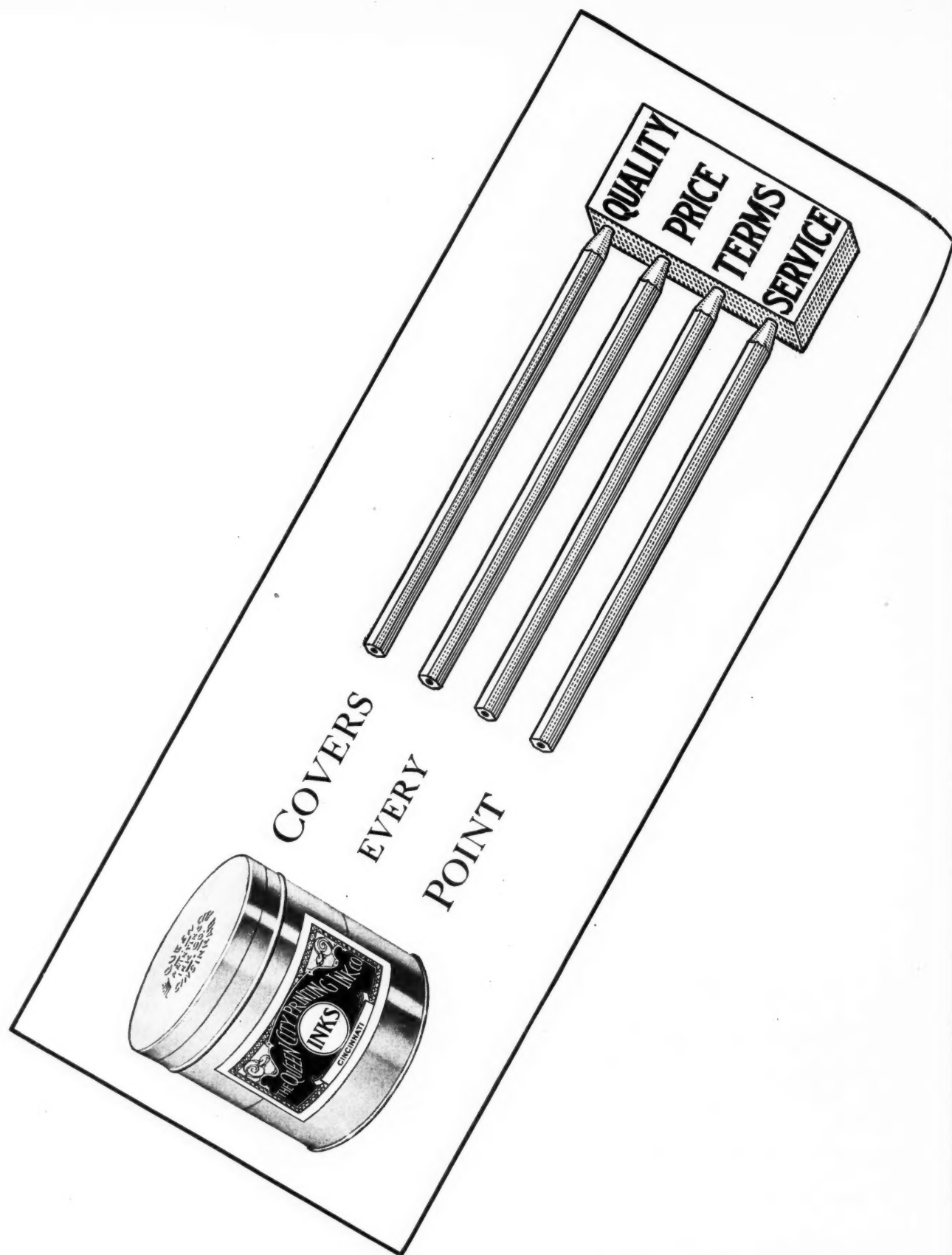
THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.


Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: NEW YORK, 70 Duane Street; CHICAGO, 112-114 W. Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. SCHROETER & BRO., Atlanta, Ga.; J. L. MORRISON CO., Toronto, Ont.; TORONTO TYPE FOUNDRY CO., LTD., Winnipeg, Man.;
KEYSTONE TYPE FOUNDRY OF CALIFORNIA, 638 Mission St., San Francisco, Cal.
THE BARNHART TYPE FOUNDRY CO., 1102 Commerce St., Dallas, Tex.



: GOLD INK :

No Dusting No Sizing One Impression

FTER twenty-five years of patient experimenting we have succeeded in perfecting a GOLD INK which we know now will do away with the dusting process in printing which for years has been the direct cause of the deaths of thousands of people, and which all along has really been the bane of the printer who has bronzing to do.

No medical man can dispute that.

Bronze being heavy and of a very poisonous nature settles dangerously in the lungs and cankers, and in a short time death ensues.

We have expended energy and much valuable time on this product, and are now ready to market a Superior Gold Ink which may be used in absolute safety.

Our inks may be had in Rich Gold, Pale Gold, Aluminum and Copper, and they are all that we say for them.

One trial will convince the most skeptical that we have a fine article and at a price within reach of every printer. We guarantee these inks to do better work than any other bronze ink on the market, because the bronze we use is especially imported for our purposes and we spare nothing to obtain perfection in the process of manufacture. We have arrived at the goal of the fullest success through the pathway of unceasing toil in a life time of persistent experimenting.

One sample order will convince you that what we say of our inks is absolutely true. Any of these inks may be had at \$2.00 per pound. We pack a reducer with every pound of ink. We also manufacture a special liquid which may be mixed with bronze powders with the same good results as an ink liquid, which special liquid we sell at \$1.00 per pound.

We also sell bronze powders at \$1.25 a pound.

Lustre Gold Ink and Bronze Mfg. Co.

MANUFACTURERS

New Rochelle, New York

PALE GOLD INK—PRINTED WITH ONE IMPRESSION

This Ink Never Fails

We have perfected and have placed on the market a New

Gold and Aluminum Printing Ink

which will answer every requirement of printers in this department of their business, and give them something which for years they have sought eagerly. We are positive that we have the best article now used, and that our prices are satisfactory, quality considered. Our Bronze is the best obtainable and our process of making it so perfect that we can assure any user that the inks will :: :: :: :: :: ::

NEVER PILE UPON THE PLATE

working marvelously free. Our prices are far below those of other makers. We make inks to suit all shades and grades of paper.

Our statement as to quality is based on repeated trials of the Ink, in which the quality of work was studied persistently, and the waste carefully computed. With our inks you can do better work and with less waste than with others. We will guarantee that one order will convince you.

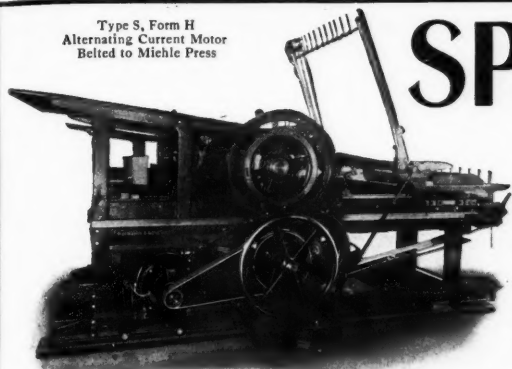
Lustre Gold Ink and Bronze Mfg. Co.

MANUFACTURERS

New Rochelle, New York

COPPER INK—PRINTED WITH ONE IMPRESSION

Type S, Form H
Alternating Current Motor
Belted to Miehle Press



SPRAGUE

**ELECTRIC PRINTING
MACHINERY
EQUIPMENTS**

DIRECT AND ALTERNATING CURRENT

In the application of direct current motor drive to every machine in the graphic arts trade, the name Sprague has always stood for superior service. A line of alternating current motors and controllers has been lately developed which give extremely reliable and efficient service with wide range of speed.

Write for Bulletin No. 2374

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OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street, New York, N. Y.
Branch Offices in Principal Cities



LARGE FINISHED PRODUCTS IN ONE OPERATION

Save Labor—Floor Space—Power

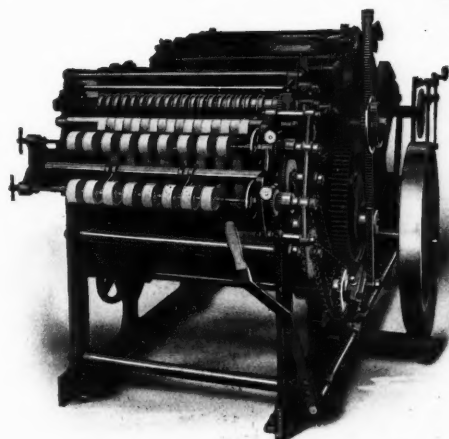
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Roll Label Press
Prints from type or
flat plates.

Prints 1, 2 or 3
colors.

Built in 3 sizes,
12 in. x 14 in.
14 in. x 18 in.
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**Write us as to your
requirements**



AUTOMATIC DELIVERY

Cross Cutting
Shears can be
added with
Delivery Table for
Flat Sheet
Products.

We have patterns for a
great variety of Auto-
matic Printing Presses.

*If possible, send samples showing principal sizes, colors and grade of printing, so
that we can submit suggestions as to suitable size and style press and quote prices*

MEISEL PRESS MFG. CO., 944 to 948 Dorchester Ave., BOSTON, MASS.

Manufacturers Salesbook Presses—Ticket Presses—Rotary Presses for Roll and Sheet Products



A PRINTER'S COST SYSTEM

which depends upon stamped records of time-of-day is a back number. It is at least 40 years behind the times.

The time-of-day a man starts a job must be subtracted from the time-of-day he stops before the records have any value for cost accounting or for pay-rolls, and then many mistakes are made in subtraction.

The CALCULAGRAPH

prints *Elapsed Time*—actual working time—impossible for it to make a mistake.

Our booklet, "Accurate Cost Records," tells how the Calculagraph is used in hundreds of printing-plants. The booklet is free—ask for it.

Calculagraph Company

1460 Jewelers' Building,
New York City



Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality and with our nickel-steel shell, are guaranteed against wear.

OUR LEAD-MOULDING PROCESS

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

OUR ENTIRE PLANT IS FULLY EQUIPPED

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

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24-30 South Clinton Street,
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"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments

Latest
Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment
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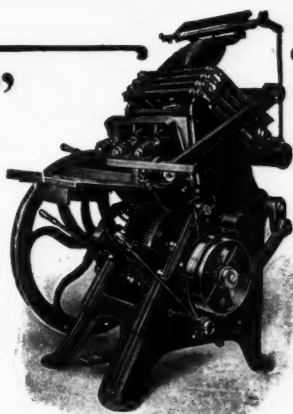
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Obtainable through any Reliable Dealer.

MANUFACTURED ONLY BY

**Boston Printing Press
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OFFICE AND FACTORY
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The Robert Dick Mailer

**Combines the three great essentials to the publisher:
 SPEED — SIMPLICITY — DURABILITY**



Read what one of the many users has to say.
 The Waco Times-Herald,
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 Dick Patent Mailer Co.,
 130 W. Tupper St., Buffalo, N. Y.
 Gentlemen,—I have been using your patent
 mailer for five years with most satisfactory
 results, and think it is the best and speediest
 machine on the market to-day. My record
 per hour is 6,500, which I think is the best
 record in Texas. Would be pleased to have
 you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,
 Foreman Mailing Dept.
 Manufactured in inch and half inch sizes
 from two to five inches.

For further information, address:

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When Ordering Your Book-binding Leather
 do not forget that the quality, not the appearance, is
 the most important thing to be considered. Many
 leathers contain acids, and crack or rot after a while,
 so that the book is spoiled.

Roser's Pigskin Leather

does not deteriorate. It retains its wearing qualities
 and its attractive appearance indefinitely, and is a source
 of constant satisfaction to the owner of the book.

HERMANN ROSER & SON

Established 1854

Glastonbury, Conn.

ASK TO SEE OUR SAMPLE-BOOK WHEN YOU VISIT YOUR JOBBER

WE have recently placed in the hands of *every Paper
 Dealer in the United States and Canada* a large cloth-
 bound sample-book, showing our full line of Blottings, with
 the weights, sizes and colors which we carry in stock.

It would pay to call on your paper jobber and ask to see this book, so that you
 would be in a position to recommend to your customers what to buy when you have
 inquiries from them for blotters.

Recommend to your customers that they advertise on blotters. No
 other form of advertising brings as good results, and the cost is low. They
 can be printed envelope size and enclosed in letters, and thus be distributed
 free of cost.

To get the best results, care should be taken that a GOOD blotter is
 used. Our brands are recognized as being the best. *Don't forget to ask to
 see our book. It will pay you to do so.*

STANDARD PAPER MANUFACTURING COMPANY

RICHMOND, VA.

The Largest Makers of Blotting Paper in the World

This Press Is An Every-Day Necessity—

because it is built to produce a varied class of high-grade work; therefore, an investment constantly active and by no means idle equipment.

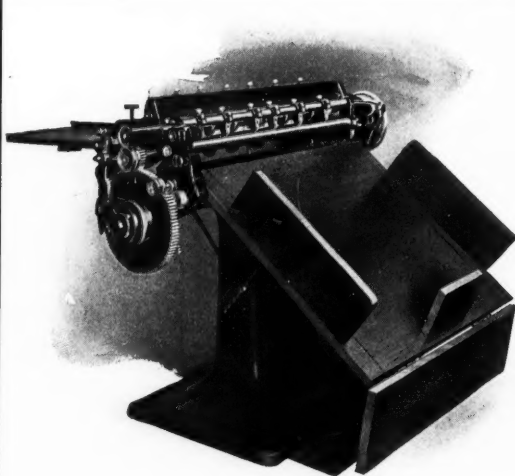
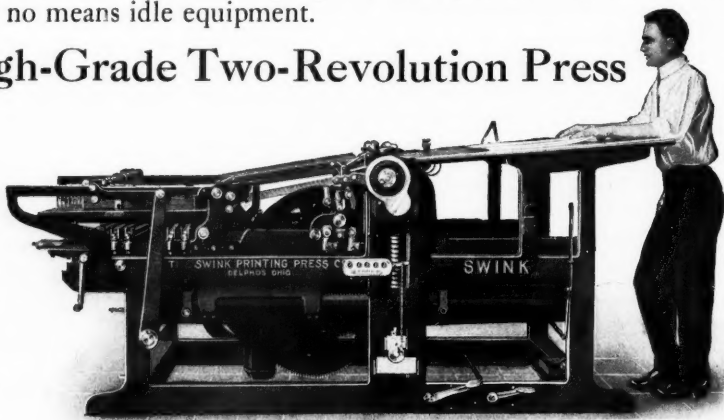
The Swink High-Grade Two-Revolution Press

stands out boldly as the one every-day-in-the-year indispensable press, built substantially for long service, requires little space (very compact), exceptionally quiet and does not shake the building. High speed, perfect register, book-form or four-color work, equipped with the best inking system.

Printers and publishers who are now using our press have added more, which is proof positive of SWINK merit.

Catalogue will be supplied upon request, or special representative will call and see you.

The Swink Printing Press Company, Factory and General Offices: **Delphos, Ohio**



The New Universal-Peerless Rotary Perforator

offers a greater range of efficiency, by reason of its vast improvements, than the old "PEERLESS" rotary, which already stood at the head of its class as the one *standard and dependable* perforator.

It is now being built in three standard sizes, taking sheets 30, 36 and 42 inches wide, and each size is equipped with six perforating heads and one scoring head; heads being adjustable to perforate at parallel intervals of from $\frac{5}{8}$ of an inch up to any desired width.

This space will not permit of our going into all of the advantageous details, so best get complete catalogue giving full particulars.

A FEW DISTINGUISHING FEATURES

The frame is an artistic column that supports the perforating mechanism.

There are no rubber bands or tapes used in the construction.

All feed rolls are of metal.

The bearings are oilless, and will never require lubrication.

The feed-gauge is adjustable to either right or left hand feed.

The burr-flattener is of a new design.

The gearing is all protected.

The finish is the very best.

Manufactured by

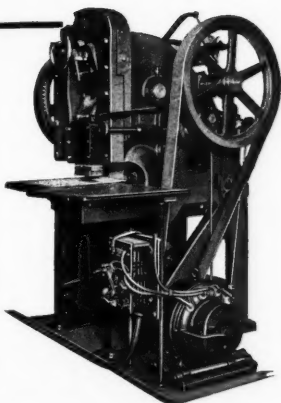
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Robbins & Myers Motors

An Embossing Press

should be driven by a motor capable of giving a quick start, a simple acceleration to just the right speed, and a definite range of speed adjustment. The motor and controller we illustrate is especially adapted for this work, and its performance is ideal. We can do just as well with all other kinds of printing-office equipment.

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Main Offices and Factory :
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BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

The BEST and LARGEST GERMAN TRADE JOURNAL for
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Devoted to the interests of Printers, Lithographers and kindred trades,
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Eagle Printing Ink Co.

24 CLIFF STREET, NEW YORK

Manufacturers of

Printing & Lithographic Inks

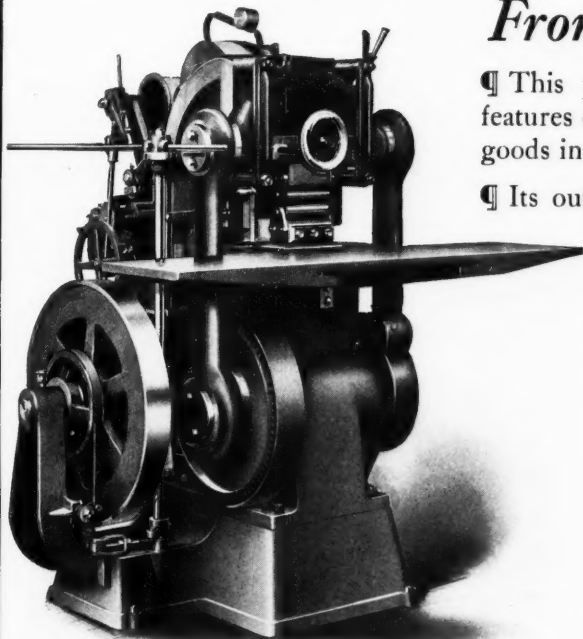
Western Branch: 705 South Dearborn Street, Chicago

BLACKSTONE BLACK—The Acme of Density.

For Fine Half-tone Printing. A Free
Flowing, Fast Drying Black.

ORIGINATORS OF "WET-PRINTING" INKS

It's the Amount and Quality of Work You Get From a Press That Counts



☐ This press has won favor because it embodies features of the present-day needs and delivers the goods in a thoroughly satisfactory manner.

☐ Its output is decisively economical, and its speed and character of work can not be bettered by any other press on to-day's market.

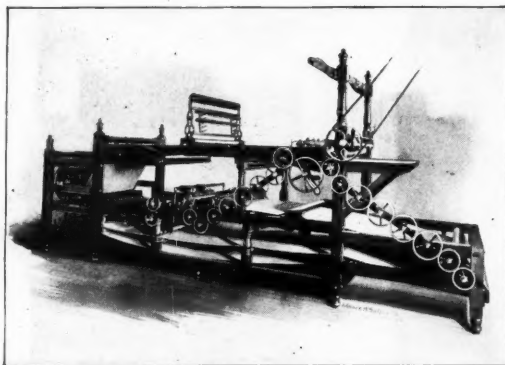
☐ It inks, wipes, polishes and prints at one operation from a die or plate, 5 x 9 inches, at a speed of 1,500 impressions per hour. We emboss center of a sheet 18 x 27 inches.

*Write for full particulars, prices, terms, etc.
We manufacture two smaller sizes of press.
Also hand-stamping and copperplate presses*

Modern Die & Plate Press Mfg. Co.

Belleville, Illinois

New York Office: Morton Building, 116 Nassau Street



Style C Double-Deck Ruling Machine

THIS cut shows our Style "C" Double-Deck Ruling Machine, which will do the most complicated striking on both sides of the paper at one feeding. It is guaranteed to do absolutely perfect work. It is imperative that a ruling-shop, in order to compete successfully, should have one of these machines.

The W. O. HICKOK MFG. CO.

HARRISBURG, PA., U. S. A.

ESTABLISHED 1844

INCORPORATED 1886

MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

The Waste of Paper Stock

about your plant is an item of no small consideration and is a thorn to your cost of production. With the use of

Ideal Guaranteed Non-Curling Gummed Papers



you eliminate leakage, besides supplying your customer with a strictly high-class paper. Our gummed paper is made for all climates, building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

Ideal Coated Paper Co.
BROOKFIELD, MASS.

New York: 150 Nassau St.

Chicago: 452 Monadnock Bldg.

Patented in
United States
Great Britain
France
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**Ask the Printer
Who Uses One**
— and he will tell
you of a Stapler (the
Acme) that can prove
its many claims.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

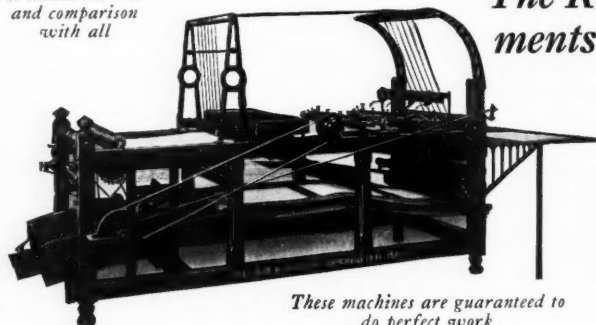
The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

**The Acme Staple
Machine Co., Ltd.**

112 North Ninth Street,
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Progress Typewriter Supply
Co., Ltd., London, England,
European Agent

*It stands the test
and comparison
with all*



*These machines are guaranteed to
do perfect work*

The Ruler That Meets the Require- ments of To-day and To-morrow

The DEWEY ruler stands at the head of its class in point of service, perfection and satisfaction. Its up-to-date achievements have won favor among those who have examined and installed it in their binderies.

Buying a ruler is an investment that should be accorded careful selection, and why not investigate our line before you purchase or add equipment?

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY
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ACCURACY—DURABILITY—SIMPLICITY

A perfect machine of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

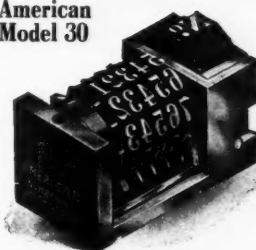
Price, 5 wheels **5.00** Price, 6 wheels **6.00**

For sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

224 & 226 Shepherd Avenue, Brooklyn, New York
169 West Washington Street, Chicago, Ill.
2 Cooper Street, Manchester, England

American
Model 30



Nº 12345

Impression of Figures

QUALITY—SERVICE

Brislane-Hoyne Co.

Electrotypers Nickeltypers

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SPECIAL ATTENTION TO COUNTRY ORDERS

*Printers' Inks for Illustrations
and Jobwork*

Mark "ELECTRIC"

Gold Medal at
Brussels, 1910.

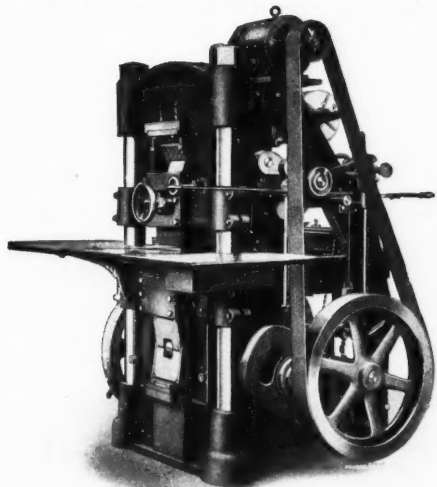
FOUNDED 1885.



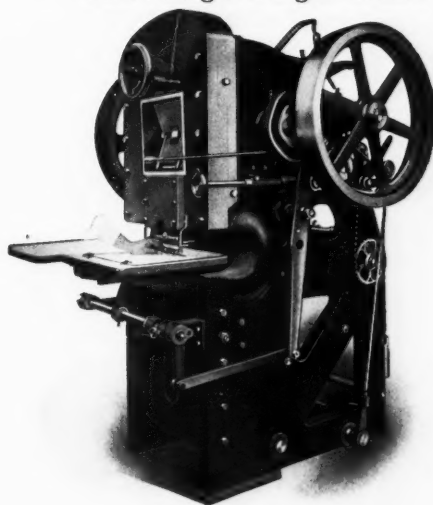
*The handsomest and
most technically
up-to-date
colors of the present.*

MAX MÜHSAM, Berlin-Neukölln
Manufacturer of Printing Inks

**The Carver 6x10 inch Auto-
matic Die and Plate Press**



**The 4½ x9 inch Carver Press
with Card Feeding Attachment
and Plunger Finger Guard**



C. R. Carver Company

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CANADIAN AGENTS:
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EXPORT AGENT, EXCEPT CANADA:
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SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

THIS Folding Machine always Makes Good

wherever installed—it is a good machine for the bindery connected with medium-sized plants, and is just as popular in the largest bindery. Its accuracy, simplicity and wide range of work are strong factors in making The Cleveland Folding Machine the leader in its field. A folding machine that is quickly and easily adjusted and that requires the least amount of attention after adjustment will appeal to new and old users of folding machinery. No tapes, knives, cams or changeable gears are used in folding, and it accomplishes everything possible on other machines and a number of folds only possible on The Cleveland.

READ BELOW ABOUT
THIS SURFACE
FEED TABLE



CLEVELAND FOLDING MACHINE

Attention is called to the surface feed table which carries the sheets to the guide as soon as released by the operator, and accomplishing automatically absolutely accurate register. An important Cleveland feature.

Range of work on The Cleveland: 19x36 to 3x4 in. parallel; folds and delivers 4s, 8s, 10s, 12s, 14s and 16s, single or in gangs; regular 4s, 8s and 16s, book folds, from sheets 19x25 down to where the last fold is not less than 2x3 in.

Installed or an unconditional guarantee of absolute satisfaction.

Send for full information

THE CLEVELAND FOLDING MACHINE CO.
CLEVELAND, OHIO



The Good Points Are All Here

¶ Any way you investigate—this mitering machine stands out boldly in a class by itself. It is the handiest and most accurate mitering machine on to-day's market. Its price is right, and its service we guarantee to be thoroughly satisfactory.

¶ It embodies all the good points of similar tools, and, in addition, has a number of exclusive time-saving, accuracy-insuring features not found in any other miterer. These features include a positive and permanently accurate Point Gauge that adjusts instantly and locks automatically, enabling you to

Miter to Points

inside measures. Also an improved method of locating and locking the rule holder to all necessary angles, which permits very quick changes of angle, gives unusual strength and insures perfect accuracy. These features alone place the Rouse Mitering Machine in a class by itself.

PRICE \$20.00

Extension Gauge (60 to 160 picas) \$5.00 extra

You ought to have one

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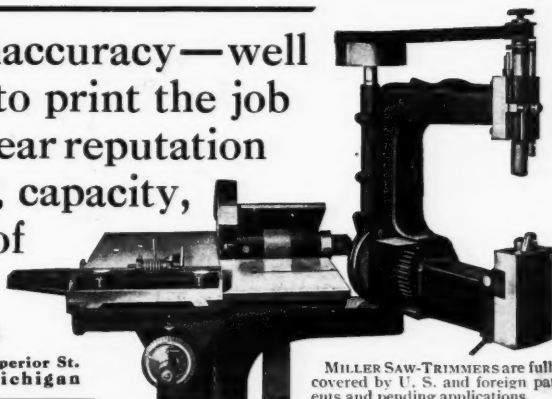
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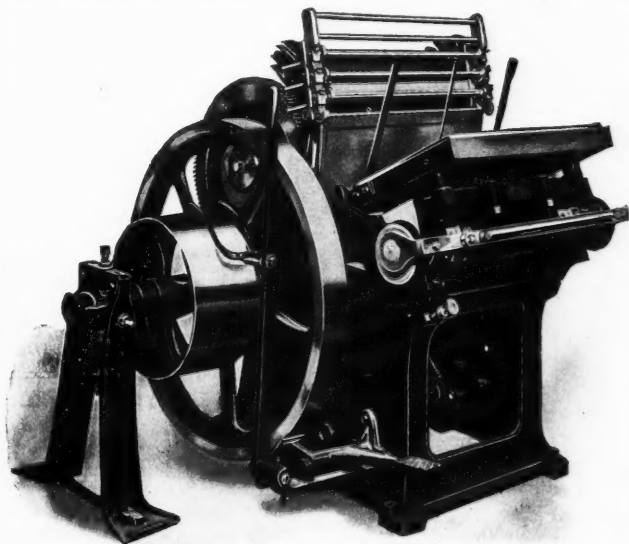
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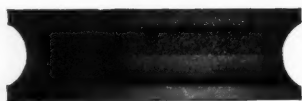
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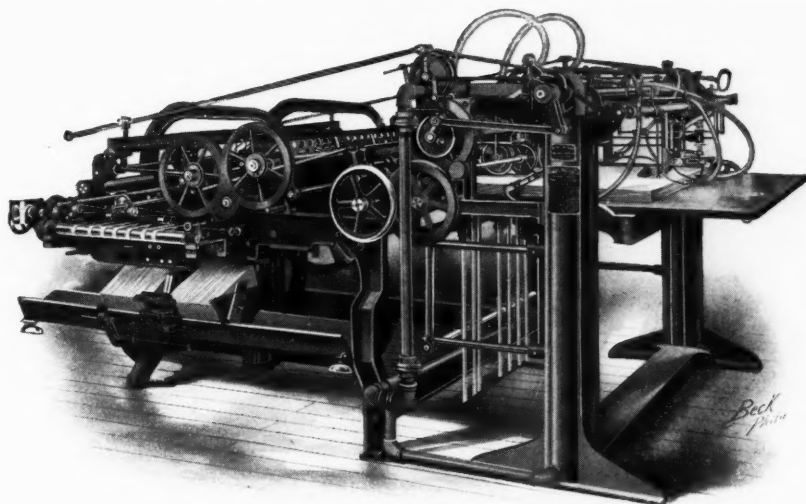
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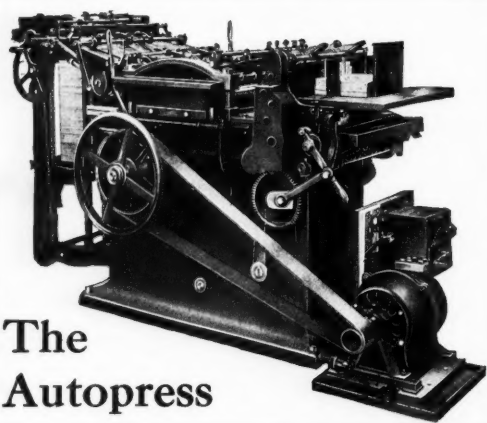
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The record of AUTOPRESS achievement in 1,175 working hours in the plant of THE HICKS-JUDD COMPANY, San Francisco, Cal. :

Number of impressions	2,982,300
Number of forms	520
Number of hours to each form	2.15
Make-ready time, hours	203
Average make-ready time to each form, minutes	23
Running time, hours	944
Average running per hour	3,160
Average run per form	5,735
Average per hour including make-ready	2,300

During this period four different operators were working on the machine and each operator was inexperienced.

What more do we need to tell you about Autopress efficiency? Doesn't this one example suffice?

The above firm of The Hicks-Judd Company is one of the largest and most prominent printing plants on the Pacific Coast. It is composed of men who weigh their words and command respect—whom nothing could induce to declare themselves so decisively except strong conviction, based on the splendid showing of the Autopress.

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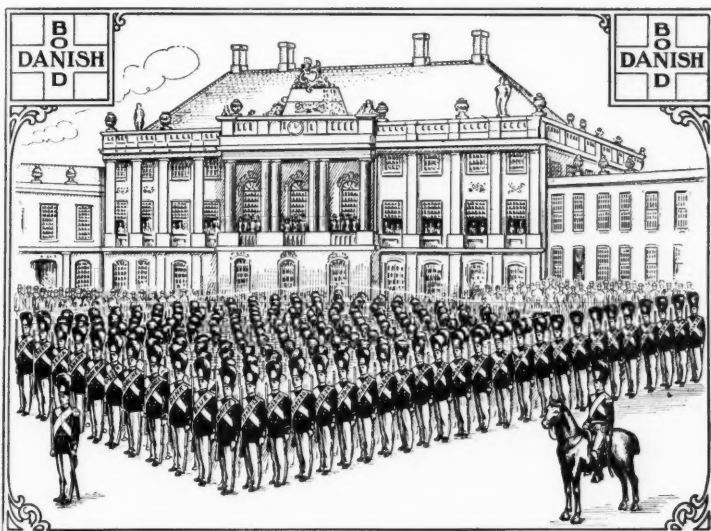
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Let the Danish Soldiers Fight for You

In the battle of competition, the question, "Can I get the stock **now**?" often means the printer's victory—or his Waterloo. With Danish Bond you can always get it "**Now**."

*"The assortment supplies
Every color, weight and size."*

You can also get a size that cuts exact, and there is no waste. The "no waste" means added profit. The "no waiting" means added opportunity for business. 184 stock items always ready—24 sizes and weights in white and 16 sizes and weights in each of 10 colors—are 184 Danish Soldiers ready to help you in the battle of competition.

Let the Danish Soldiers Fight for You

N. B.—The picture herewith represents the Danish palace of AMALIENBORG with the royal guards drawn up before it. Each guard represents a size and weight and color of Danish Bond, only there are not nearly soldiers enough in the picture to represent the full list of Danish Bond stock items.

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Baltimore, Md.	B. F. Bond Paper Co.	Minneapolis, Minn.	John Leslie Paper Co.
Boston, Mass.	Tilston & Livermore Co.	New York City	Miller & Wright Paper Co.
Brantford, Ontario	Barber-Ellis, Ltd.	New Orleans, La.	E. C. Palmer & Co., Ltd.
Buffalo, N. Y.	R. H. Thompson Co.	Omaha, Neb.	Carpenter Paper Co.
Chicago, Ill.	Dwight Brothers Paper Co.	Philadelphia, Pa.	Wilkinson Brothers & Co.
Columbus, Ohio	The Central Ohio Paper Co.	Portland, Ore.	Pacific Paper Co.
Denver, Colo.	Carter, Rice & Carpenter Paper Co.	Rochester, N. Y.	R. M. Myers & Co.
Grand Rapids, Mich.	Dwight Brothers Paper Co.	San Francisco, Calif.	Blake, Moffit & Towne
Indianapolis, Ind.	Crescent Paper Co.	St. Louis, Mo.	Mack-Elliott Paper Co.
Kansas City, Mo.	Kansas City Paper House	Toronto, Ontario	Barber-Ellis, Ltd.
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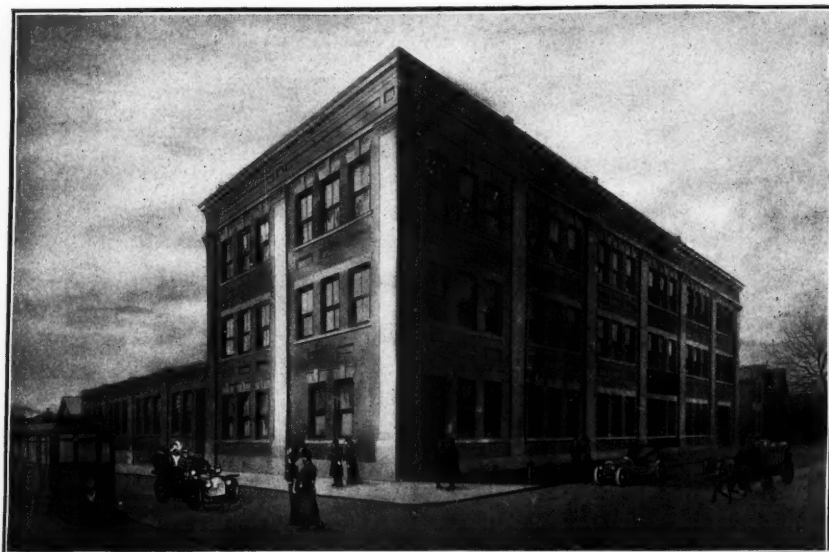
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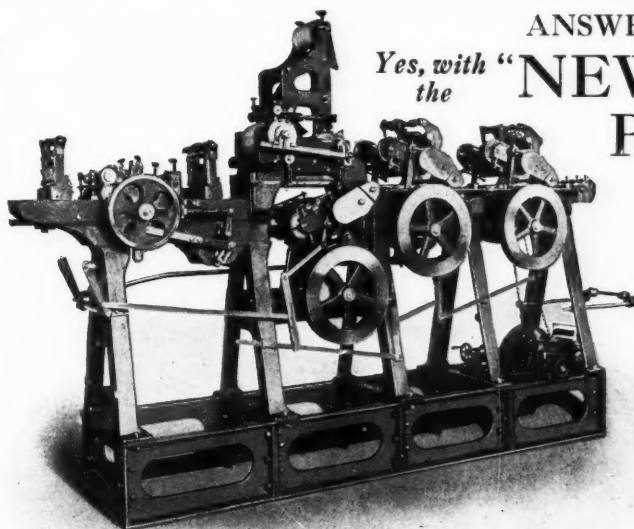
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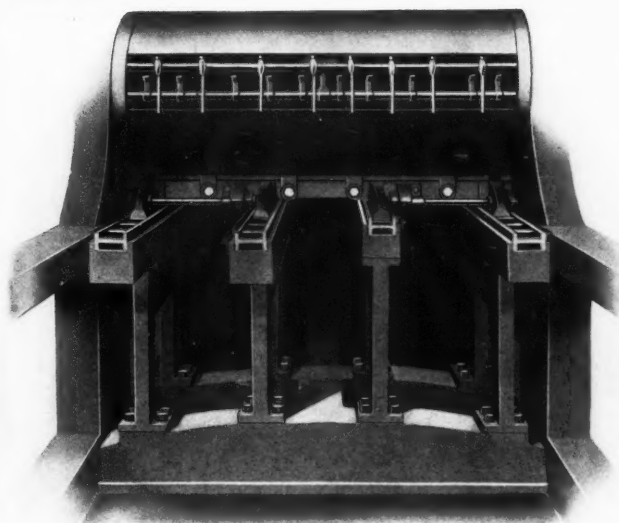
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THEN ASK HIM

Are all of these features to be found in even a reasonably perfected form on any press other than the Cottrell?—and he will say NO.

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Isn't it poor economy to even consider buying any other press until you have fully investigated the COTTRELL TWO REVOLUTION? You want the facilities for producing the best grade of work at the LEAST expense. We are anxious to demonstrate to your complete satisfaction the superiority of the



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for all classes of printing. We will show you a substantial saving in both time and money on every bit of work produced by this press, in the make-ready time, in the pressman's and the feeder's time, and in the running time, besides, producing better and more satisfactory work.

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Applied for Patent and Registered
in England

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HOLLY BORDER No. 2—For two colors. Both colors are made up in one font, which contains the same number of characters as mentioned in No. 1, duplicated for each color. The characters in this font have been made specially for printing in two colors and cannot be used separately. Font (both colors) \$4.00. Wreath separate from font, 50c each color.

18 Point No. 3

CHARACTERS IN FONT

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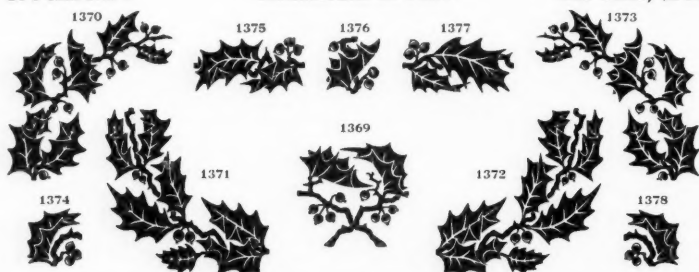
HOLLY BORDER No. 3—A font contains two pieces each of characters No. 1766 to 1770 inclusive, (a sufficient number for forming two wreaths); six pieces of 1773; four pieces each of 1774 and 1775; fourteen and a half inches each of 1771 and 1772. Characters 1771 to 1775 are cast on 18 Point and can be bought in fonts of thirty-six inches at \$1.30. Wreath separate from font, 75c. Complete font of berry pieces to work with Font No. 3, \$2.50.

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24 Point No. 5

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HOLLY BORDER No. 5—A font of 24 Point contains the following: one each characters 1369 to 1373 inclusive; eighteen of 1375 and 1377; eight of 1376; four each of 1374 and 1378. Wreath complete (as shown above) in five characters, also sold separate from font, at \$1.00. 1374 to 1378 are cast on 24 Point, and can be bought in fonts of three feet at \$1.65. Complete fonts of berry pieces to work in color with Font No. 5, \$2.50.

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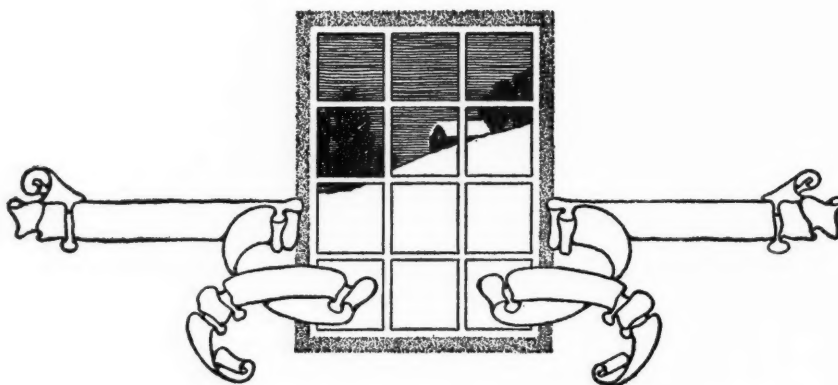
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WRITE FOR IT TO-DAY



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A handclasp of good will, and
we'll sustain
A chord of feeling vibrant
to instill
Belief and hope so they
forever reign.*

A.H. McQuilkin